



## **CASE REPORT**

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| 1. Complaint reference number | 136/06  |
| 2. Advertiser                 | Australian Jockey Club (Princesses Appreciated)     |
| 3. Product                    | Leisure/sport                                       |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 11 April 2006                              |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement depicts a woman wearing only red briefs beginning to dress in front of a mirror, to the tune of “Money”. The woman sits down and tries on a hat with the caption “Time for Princesses to prepare...Easter Carnival”. Shots of horse racing are shown as the woman slips on a dress and shoes. Text reads “The Sydneyest Event of the Year”.

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*I now feel that, if I am to dress appropriately ...I am no longer doing so for myself, to feel good and enjoy the atmosphere, but for the men around me.*

*By wearing a nice dress, hat and high heels, I am implying I've spent the morning admiring myself in the mirror in nothing but my underpants like some self-absorbed, superficial nitwit.*

*I am objecting to the ad for its extreme sexism. It is totally inconceivable that a similar ad would feature a man in his Y-fronts slipping on a suit and making bedroom eyes at the camera.*

*I find their attitude to their female patrons appalling...*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*There is no suggestion in the commercial that the model is dressing for anyone other than herself. There is no male presence.*

*The model is seen in her underpants rather briefly as part of a normal sequence of dressing and preparation, followed by hat, shoes and dress.*

*We hear comments from women that the commercial is elegant, a tribute to the women who, in an often poorly-dressed city, dress well for the races.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that this advertisement shows a woman dressing for the races – an event that is typically seen as an excuse for dressing up.

The Board did not consider that the images where the woman is unclothed or partly clothed were in any way sexual, and only the back of the woman is visible so there is no nudity portraying genitals.

The Board did not consider that the advertisement belittled women by portraying a woman taking care in dressing for a significant social event.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.