



## **CASE REPORT**

1. Complaint reference number	139/99
2. Advertiser	Sussan Corp Aust Pty Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features three women discussing Sussan's knitted garments. As they speak, each in turn continues with the sentences begun by the others. The dialogue is 'At Sussan ... their knits have no balls ... and they don't sag (as one of the women pushes up her breasts) ... and there's no static (as all three jump apart) ... This knit ... goes with that knit ... are you calling me a nit wit? As the advertisement closes, the words 'Sussan – this goes with that' are superimposed upon the screen.

## **THE COMPLAINT**

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

*'This is a clear reference to a part of a male's anatomy. Besides being immodest, it is clearly making fun of men; indeed if the situation was reversed and a part of the female anatomy was made jest of by three men, calls of [sic] the advertisements removal would be most profound.'*

*'[It] is offensive in the extreme. It is sexist against men and does nothing ton [sic] command respect of the male sex in society. In short it makes fun of men.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not constitute discrimination or vilification, nor did it breach the Code on any other ground. The Board determined that the advertisement would not offend prevailing community views and standards and dismissed the complaint.