



CASE REPORT

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| 1. Complaint reference number | 144/00 |
| 2. Advertiser | Procter & Gamble Aust Pty Ltd (Oil of Olay SPF15 Range) |
| 3. Product | Toiletries |
| 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, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, photographed in black-and-white, portrays a woman (Karen Jacobs – 46 – Building Contractor) wearing a singlet and trousers working on a building site with bare-chested male labourers. A female voiceover says: ‘I use a lot of psychology in life. The harder I work, the harder they work. Some of them are absolutely gorgeous and it’s very pleasant to sort of be doing a really hard labouring job and got (sic) something nice to look at.’ She laughs. ‘When it’s sunny, it’s beautiful. When it’s windy, it’s awful. You can’t survive being a fairy princess. I mean, I don’t demand respect. I expect it.’ A colour shot and text of three bottles from the Oil of Olay SPF15 Range concludes the advertisement.

THE COMPLAINT

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

‘As a female working in the non-traditional area of a trade, I am constantly struggling for equality within the workplace. This advertisement undermines this, perpetuating the acceptance of sexual discrimination within the workplace. The fact that this scenario is enacted within a work environment, supposedly the bastion of equality, is appalling.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.