



CASE REPORT

1. Complaint reference number	15/99
2. Advertiser	Yalumba (Antipodean Wine Co)
3. Product	Alcohol
4. Type of advertisement	Print
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 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a reasonable sized clear photograph of a woman's nude lower abdomen and pubic area. Her pubic area has been shaved into 'stripes'. Alongside this is a much smaller photograph of the top half of a bottle of wine. The plastic/foil on the top of the bottle is striped. The name of the wine is 'Antipodean'. The words alongside the bottle are, 'Embrace Change.'

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'...not only is (the ad campaign) offensive but it is blatantly sexist in its market approach. For example, in a "teen" magazine such as Rolling Stone, we have a revealing advertisement of a shaved woman's pubic hair and in a woman's magazine such as Elle, we have the back of a man's head shaved. Where is the equality in this?...I am sick to death of seeing advertisements blatantly using naked or half naked women to sell a product...if a penis was on display all hell would break loose.'

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's portrayal of the person concerned did not constitute discrimination or vilification and did not breach the Code. The Board noted the advertiser's advice that this advertisement appeared in "Rolling Stone" and "Outrage" magazine and determined that the advertisement's treatment of sex, sexuality and nudity was sensitive to the relevant audience and did not breach the Code. The Board was satisfied that the advertisement did not breach any other section of the Code and dismissed the complaint.