



## **CASE REPORT**

1. Complaint reference number	16/02
2. Advertiser	AAPT Ltd (Smartchat)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 12 February 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays an office scene in which a man (Mike) is shown talking with a young woman employed for work experience (Sarah) when a female colleague (Kelly) arrives. Sarah is prompted by Mike through the reading of an advertising script, at the conclusion of which he remarks that she is ‘a natural’ and Kelly responds ironically, ‘Brilliant’. The advertisement ends with contact details for AAPT Smartchat.

## **THE COMPLAINT**

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

*‘This advertisement portrays a young blonde work experience girl being leered at by an older male executive, and then being looked down on by an older brunette female executive. The girl is depicted as being stupid, flustered, inexperienced and breathless.’*

## **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, within the context of prevailing community standards, the material within the advertisement did not constitute discrimination or vilification and that it did not breach the Code on these or any other grounds.

Consequently, the complaint was dismissed.