



CASE REPORT

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| 1. Complaint reference number | 169/00 |
| 2. Advertiser | Coopers Brewery Ltd (Coopers Stout) |
| 3. Product | Alcohol |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 June 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of a jingle in the rock genre sung by a group, ‘The Coopers Brass Monkeys’, to cheers from an audience. The advertisement concludes with a voiceover: ‘The Coopers brass monkeys have left the building, and so have their brass balls.’

THE COMPLAINT

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

‘I do take objection to this adv. and would ask if you could look into the “correctness” of this, on both grounds of sexuality (equality) and of course the inference (sic) of male parts.’

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, while appreciating the complainant’s personal point of view, felt that the advertisement did not contravene prevailing community standards in its reference to sex/sexuality/nudity; neither did the material within it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.