



## **CASE REPORT**

1. Complaint reference number	170/03
2. Advertiser	TransACT Communications Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a depiction of a woman with curlers in her hair and brandishing a rolling pin, alongside headline text reading: ‘You’ll never have to see your mother-in-law again.’ Smaller text details the advertiser’s offering in relation local and long distance telephone calls. The advertisement also includes a contact telephone number, an Internet website address and the advertiser’s logo.

## **THE COMPLAINT**

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

*“Offensive and sexist portrayal of women.”*

*“...an offensive stereotype to me and, I am sure, other women. It perpetuates a particular stereotype of women (as hags and nags) that I thought had long disappeared. The tag-line suggesting ‘You’ll never have to see your mother-in-law again,’ appears to me like an endorsement of domestic violence and violence against women in particular.”*

*“I am a mother-in-law four times over and I object to the discrimination and insult against mothers-in-law depicted by this most insulting representation of a mother-in-law and by the insulting words beside it.”*

## **THE DETERMINATION**

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

Noting the advertiser’s advice that this advertisement was one of a series and that ‘the advertisement clearly utilises an obvious caricature,’ the Board considered that most people would recognise the intended humour.

The Board determined that the material did not constitute discrimination and/or vilification as represented in the Code.

It further determined that the advertisement did not contravene the Code in relation to the portrayal of violence, nor on any other grounds.

Accordingly, the complaint was dismissed.