



CASE REPORT

1. Complaint reference number	177/00
2. Advertiser	ACP Publishing Pty Ltd (The Australian Women's Weekly)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

There are two television advertisements, each portraying women in a variety of situations and each segment concluding with voiceover and text:

1. The advertisement begins with a woman supervising a young boy swimming at a beach, concluding with text and voiceover - 'We're mothers'. It moves to a woman with a young boy and girl in a country setting - 'We're pioneers'. A man and a woman jump into a swimming pool - 'We're adventurers'. A woman wearing a short, strap dress establishes a seductive ambience outdoors for a man who is taken aback when she places her feet, shod in furry animal slippers, on a table - 'We're goddesses'. The advertisement concludes with three women and a little girl sitting on an outdoor lounge, with text and voiceover: 'We're Australian women. We're Australian Women's Weekly.'

2. The advertisement begins as above. It moves to a smiling bride and her mother - 'We're daughters'. A woman with a young boy and girl are shown in a country setting - 'We're pioneers'. A woman trying an evening dress is shown in a shop with a sales assistant; the woman shakes her head and her friend agrees - 'We're best friends'. The advertisement concludes as above.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

'This advertisement depicted material that I found to be offensive in a degrading and sexually demeaning manner. It depicted females as being in every way, shape and form superior to their male counter parts (sic).'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the material within the advertisements did not constitute discrimination or vilification and that the advertisements did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.