



CASE REPORT

1. Complaint reference number	180/99
2. Advertiser	Arisit Appliances Pty Ltd (Ariston PH960MT)
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement contains a box of text describing the Ariston PH960 MT gas hob and includes a photograph of a man and a woman in a kitchen scene. The woman is seated on the benchtop next to a gas hob, upon which a meal has been prepared in a wok. The man is standing in front of the woman and is offering her some food with a pair of chopsticks.

THE COMPLAINT

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

“I find this ad offensive because it shows a woman stupidly sitting close to an open flame ... she’s sitting open legged to the food which I think is unhygienic and totally unfeminine.”

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 determined that the advertisement did not depict material contrary to prevailing community standards on health and safety, and that the advertisement’s portrayal of the woman did not offend the Code. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.