



CASE REPORT

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| 1. Complaint reference number | 183/01 |
| 2. Advertiser | The Beach House (Coyote Ugly) |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement incorporates text and pictures, with the former featuring the words “Coyote Ugly,” and the latter including photographs of young women pouring liquid on each other. The subtext includes reference to “Natasha & Savannah doing the Coyote Thing On The Bar.”

THE COMPLAINT

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

“I have no objection to people viewing women pouring jugs of ice water all over their singlets while standing on a bar—it’s their democratic right to do so—but please, do my daughters have to be force fed this image when they’re looking to see when the midday movie is on.”

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 the content of the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity or discrimination/vilification. As the material did not breach the Code on any other grounds, the Board dismissed the complaint.