



CASE REPORT

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| 1. Complaint reference number | 187/01 |
| 2. Advertiser | Hasbro Australia Ltd (Twister - 'primates') |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a group of primates playing Twister. One says “When you are playing Twister you have to remember three golden rules—one, watch out for baboons, you can never tell which end is which. Two, gibbons always cheat. Three, never twist with a gorilla.” At this point a gorilla jumps into the act, holding up a box of the game and saying “you can’t resist a twist.”

THE COMPLAINT

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

“While the advertising executives have no doubt tried to create a humorous advertisement that plays with notions of youth culture (young people as animals) and language...the ad is offensive in its portrayal of women, confirming the age old stereotype that women are clueless and have no brains, that you cannot tell one ‘end from the other.’ What concerns me even more is that in the context of the jungle imagery, the aggressive attitude of the clearly male (almost phallic) Gorillas, is that the advertisement also suggests another, far more sinister idea that a woman is nothing more than a ‘passive hole waiting to be filled/beaten/conquered’. This is seen only too clearly in the context of the image of one Mandrill looking up the rear of the second Mandrill.”

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 noted the advertiser’s advice that the complainant appeared to have confused the voiceover reference to “baboons” with “girls,” and that the advertisement had been made “in good faith, with every good intention of entertaining the children, conveying the game in a novel and light hearted manner.”

Finding the advertisement not to breach the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification, health & safety or any other grounds, the Board dismissed the complaint.