



CASE REPORT

1. Complaint reference number	187/07
2. Advertiser	Pubboy Group
3. Product	Leisure & Sport
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 July 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a red banner with the words "Drink 'em Pretty at a Pubboy hotel nearest to you" and details of locations.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It is playing on the idea that drinking alcohol to excess makes unattractive people attractive (and due to the use of the word 'pretty' in this case, the inference is that it is referring to women). I feel it is sexist and irresponsible.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

We have read this complaint and we do not believe that this advertisement breaches, nor is it intended to breach the code of ethics on any ground. The Pubboy Group of Companies supports responsible drinking and gambling and this can be seen advertised and implemented in all of our hotels, on our courtesy buses, and is also promoted on our website pubboy.com.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement is sexist in its reference to 'drink em pretty'. The Board noted that the advertisement plays on a well used joke (ie: that once a person has a drink or two they are likely to find other people more attractive). The Board considered that some people may find this reference in poor taste. However the Board considered that the reference was not sexist - in that it makes no reference to men or women. The Board also considered that the advertisement does not suggest that a person should consume excessive quantities of alcohol in order to 'drink em pretty'.

The Board determined that the advertisement did not breach section 2.1 nor section 2.6 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.