



## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 189/01  |
| 2. Advertiser                 | Southern Independent Liquor Group Aust Ltd (Pubstop - 'clubs' and 'pups') |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1                        |
| 6. Date of determination      | Tuesday, 14 August 2001   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This series of television advertisements features products and prices shown as graphics superimposed over bar scenes. In one version, after the camera view pans over a man and woman sitting on bar stools, a dog is shown on a barstool as the announcer says 'Pubstop, really good pups...uh pubs.' In another, 'pubs' is mistakenly stated as 'clubs' over a graphic of golf clubs.

## **THE COMPLAINT**

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

*"I find (these advertisements) overtly sexist...each time I see it, I seethe with indignation."*

## **THE DETERMINATION**

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

The Board determined that the advertisements did not breach the Code's provision pertaining to discrimination/vilification.

Finding no contravention of the Code under any other provision, the Board dismissed the complaint.