



CASE REPORT

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| 1. Complaint reference number | 194/01 |
| 2. Advertiser | EMAP Australia Pty Ltd (New Woman magazine) |
| 3. Product | Media |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features the portrayal of male sperm approaching a female egg, with one achieving fertilisation to which the response is “sh#!” Text appearing below the graphic reads: “Newwoman knows what you’re thinking.”

THE COMPLAINT

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

“I believe it is insulting, depressing and offensive to those thousands of women who are attempting to become mothers and are unable to. On top of that, it is insulting and offensive and degrading to those of us who consider our children to be a blessing.”

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 advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification, language or any other grounds. Accordingly, the complaint was dismissed.