



## **CASE REPORT**

1. Complaint reference number	201/07
2. Advertiser	Titan Enterprises Pty Ltd (Footy Shed)
3. Product	Housegoods/services
4. Type of advertisement	TV
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 television advertisement features a father and son inside a large Titan shed set up as a lounge/entertainment room, preparing to watch their football team, the Titans. As the father remarks to the son "Wish we had some jugs and nuts mate", two young women enter the shed wearing shorts and t-shirts, and carrying refreshments of beer and nibbles, asking "Hey hey, jugs and nuts - what's it gonna be boys, jugs or nuts?" They all laugh and the women sit down with the men to watch the football.

## **THE COMPLAINT**

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

*Sexist, made men look stupid, and women good for two things, bring beer and the other I won't go there.*

## **THE ADVERTISER'S RESPONSE**

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

*The current commercial features the father and son in their shed watching a game of football. They have all kinds of TV's set up to watch the game. They are excited as they now have their own team "The Titans" (Jetstar Gold Coast Titans). The management of the Jetstar Gold Coast Titans also approved the concept prior to production. As a female Producer/Director, I can assure you that there was nothing sexist whatsoever intended in the commercials, nor do we ever endeavour to make the father and son look stupid. The guys are simply watching a game of football and two of the son's friends come over to watch the game with them. The two females in question have also appeared in past Titan Garages commercials and have been friends of the "son" for some time. The two girls are wearing Jetstar Gold Coast Titans T-Shirts as they are football fans, not there to supply beer or anything else, simply there to watch the game with their friends and have some fun.*

## **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 was sexist. The Board viewed the advertisement and considered that certainly the advertisement depicted the men and women in stereotypical roles. The Board noted however that the men were not offensive to the women and that the concluding scene of the advertisement depicts all four of them sitting down to watch the football together. The Board determined that, while the representations of both the men and women were stereotypical, neither the men or the women were depicted in a manner that discriminated against or

vilified either men or women. On this basis the Board determined that the advertisement did not breach section 2.1 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.