



## **CASE REPORT**

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| 1. Complaint reference number | 203/08  |
| 2. Advertiser                 | Hog's Breath Cafe                               |
| 3. Product                    | Restaurants                                     |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Wednesday, 11 June 2008                         |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement consists of a cheer-leading routine performed to an up-tempo piece of music featuring children calling out 'Hogster'. The routines are performed on a white background with the Hog's Breath Cafe logo as a backdrop. Fifteen women dance a variety of routines that include can-can style kicks and gold pom-poms. The women are wearing hot pink cheerleader outfits. The costume consists of a long sleeve t-shirt that has a gold/ flesh coloured band around the bottom, a skort (skirt/short combination) and knee high boots. A mascot, a hot pink hog, also dances in the routines. Twice during the advertisement three young girls participate in the routine. They are wearing a similar outfit to the women. The final image is of the mascot in front of the restaurant logo and the word 'Hogster'.

## **THE COMPLAINT**

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

*The girls in the ad look underage at some points in the ad and the images are highly sexualised. For example the girls look underage maybe 14-17 they are wearing lace stockings and at many moments the girls underwear show as their skirts are very short.*

## **THE ADVERTISER'S RESPONSE**

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

*In first responding I would like to advise that we undertook all processes of a C Class classification. All requirements of the CAD classification process were studied in detail and were adhered to and discussed with CAD during the pre-production, shooting and post-production process, at all stages work in process was monitored by CAD. Throughout all stages of the production of a Hog's Breath Cafe television commercial we pre-empt and keep Ruth Ward from CAD's up-to-date with all undertakings.*

*Our intention is to deliver a "High Five styled" fun, catchy, dance routine as a fun and fitness statement to launch our new pig mascot suited character 'Hogster'. The TVC is full of colour, dance, fun and movement.*

*As principle sponsor of the Brisbane Broncos Cheerleader dance group we sort to involve and further cement our relationship with them, by bringing them to the small screen with our new mascot Hogster.*

*All senior girls are in the Brisbane Broncos Cheerleaders professional dance squad and all are over 18 years of age, and many are young professionals, franchisees, property managers and*

*University students. The dance routine is a toned down version of their game day routine for NRL and general public appearances. The three young girls that appear momentarily on the TVC are part of the junior squad and were under the supervision of parents whilst shooting the commercial.*

*A deliberate objective was undertaken to re-style the outfits the professional cheerleaders wore. Unlike their day to day outfits used for all NRL and public appearances the decision was undertaken to ensure C Class Classifications were met and they were dressed in long sleeved shirts also designed to cover the midriff. Please compare artwork for print and posters to TVC uniforms.*

*The “Skorts” (skirt/shorts) are fundamental to the sponsors design to highlight the Hogster characters motif. They were designed by a professional team and are a skirt with built in shorts. The squad is also wearing skin toned dance stockings.*

## **THE DETERMINATION**

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

The Board viewed the television advertisement and considered that its content was intended to be funky and fun.

The Board noted that three young girls appeared briefly in the advertisement and referred to the advertiser's response which stated the girls were members of the junior squad and had parental supervision through out the filming of the advertisement.

The Board then noted that all of the cheerleaders, including the three members of the junior squad, were wearing skorts (skirts with built-in shorts) and that at no time was their underwear visible. Nor were any of the cheerleaders wearing lace tights.

The Board further noted that the cheerleaders' costumes included a gold sash which covered their midriffs at all times.

The Board considered that cheer leading is a healthy past time which promotes physical activity and that the routine was not in anyway sexual or demeaning to women.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.