



CASE REPORT

1. Complaint reference number	205/03
2. Advertiser	Centreal Queensland Pumps
3. Product	Hardware/machinery
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a view of a bare-midriffed young woman wearing a short t-shirt and shorts, donning sunglasses as a voiceover states: “You won’t remember the face. You won’t remember the phone number. Don’t forget the name - Central Queensland Pumps, the Water Blaster specialists. For sales or hire, spare parts, service and repairs to all sizes, makes and models, or custom built units, call the team at Central Queensland Pumps.”

THE COMPLAINT

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

“The business is using sex to help sell their products and I find it very discriminatory towards women.”

“...disgusting and degrading...”

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 noted the advertiser’s submission that a model was employed for the advertising ‘to clearly show the ease of use of our products so that there would be no misconception to viewers that only strong men are our target market.’

It determined that the content of this advertisement did not constitute discrimination and/or vilification as represented in the Code, and that it did not breach the Code in relation to the portrayal of sex, sexuality and/or nudity.

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