



CASE REPORT

1. Complaint reference number	208/98
2. Advertiser	TVW Enterprises Ltd (Channel Seven Perth)
3. Product	Media
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph, taken from the side, of an obviously pregnant woman. She is holding her tummy. Superimposed over the photograph are the words, ‘The game of the day has just started and your wife goes into labour. What do you do?’ In smaller print below the above wording are a series of suggested alternative answers to the above question. They are:

- a) Extol the virtues of home birth.
- b) Hold her hand and offer comforting thoughts like “Look honey, Matera just kicked another one.”
- c) Give her \$20 for a taxi.
- d) Ring the hospital as fast as you can (to make sure they’ve got a telly).

In the bottom right hand corner of the advertisement is a Channel Seven Sport logo followed by the words, ‘Footy happens once a year, a kid you can have anytime.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘(The advertiser) could say that it was tongue in cheek, and no-one would take it seriously. They are totally wrong in that assumption. Children do not understand the supposed subtleties of such advertising. A majority of men believe that their rights, needs and wants are of paramount importance, and nothing or no-one should infringe those rights. It reinforces the messages, even if it subconsciously. Women and children, their needs, rights, wants and potential are further denigrated.’

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 was of the view that the advertisement did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint. The Board felt that the advertisement would not offend prevailing community views and standards.