



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 212/00 |
| 2. Advertiser | Watches of Switzerland Qld Pty Ltd |
| 3. Product | Other |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 11 July 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Almost as complicated as a woman. Except it’s on time’, comprises a photograph of a man’s wristwatch and text. The text begins: ‘Something designed to appeal to men: the Da Vinci, one of the most complicated mechanical chronographs ever manufactured.’ The letters ‘IWC’, under which is printed ‘Since 1868. And for as long as there are men’, appear immediately above the photograph of the watch. At the bottom of the advertisement, headed ‘Watches of Switzerland’, are contact details.

THE COMPLAINT

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

‘..... the advertisement is offensive and demeaning.’

‘..... I thought after all the protests in the past we had progressed beyond this sort of thing.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.