



CASE REPORT

1. Complaint reference number	214/00
2. Advertiser	Warner-Lambert Consumer Health Care Pty Ltd (Sudafed)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, for the advertiser's 2nd Annual Female Production Sale of 100 Registered Angus Females, comprises text over a photograph of three women around metal cattle pens in a rural setting. The advertisement is captioned, 'Our females work' and sub-headed, 'All females bred from proven sires by artificial insemination or embryo transfer'. The text includes three lists, headed 'Sires represented', '10 elite donor females sell PTIC complete autumn ET dispersal' and 'Joining sires'. The date and location of the sale, and contact details for the advertiser, are also included.

THE COMPLAINT

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

'The advertisement is in my opinion, sexist, discriminatory, tasteless, and offensive. We receive this publication on a regular basis for business purposes and this ad has been the subject of conversation within the office, and mentioned by a male colleague, he also thought it overstepped the mark (sic).'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA 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.