



## CASE REPORT

1. Complaint reference number	214/06
2. Advertiser	Granny's Pies & Cakes (Roadie Pie 1 - white collar pussy)
3. Product	Food & Beverages
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5 Other - Portrayal of people (occupation)
6. Date of determination	Tuesday, 13 June 2006
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a man calling “Granny’s Helpline.” Office sounds can be heard in the background as the man tells Granny he has trouble eating a pie while at his desk, to which she replies “What you need dear is a Roadie, one of my new one-handed pies”. On querying the Roadie Pie, Granny advises “Yes, the Roadie is perfect for blokes on the go. You know, blokes with real jobs. The only time you white collar pussies show any bum crack is while sitting on the (beep)ing photocopier. Honestly, if it wasn’t for your fruity ties pointing to your old fella, you’d probably never find it!”

## THE COMPLAINT

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

*In my opinion, Granny is “putting down” white collared workers by calling them pussies – which is not only offensive, but is suggesting that white-collared workers are weak. And since when is it necessary to show “bum crack” to not be labelled a “pussy”? The words are completely inappropriate. The ad also insinuates that all labourers show their “bum crack”.*

*The advertisement is very sexual in nature and uses language that I deem inappropriate. The ad talks about “white collared pussies” photocopying their “bum cracks”.*

## THE ADVERTISER’S RESPONSE

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

*Our “white collar” commercial is a very tongue in cheek jibe at male white collar workers, based on using a well known gag of the inappropriate use of photocopiers and colourful ties worn in the workplace.*

*There is no use of offensive language in the commercials. Yes there are beeps, but there is no indication of what these words might be, it is left to the listeners’ own interpretation.*

## THE DETERMINATION

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

The Board considered that the language ‘bum crack’ and ‘pussies’ in the advertisement was not strong nor obscene. The Board considered that the use of these words in the advertisement was not inappropriate for the audience of the station concerned.

The Board did not consider that the references to white collar workers were discriminatory or vilifying. The Board considered that the advertisement was a humorous take on a number of stereotypical attributes of people who work in offices.

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