



## **CASE REPORT**

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| 1. Complaint reference number | 221/01   |
| 2. Advertiser                 | Red Rooster (1/2 Chicken & Chips)                  |
| 3. Product                    | Restaurants  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 11 September 2001                         |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows a young woman reading a magazine as two workmen sit down to a Red Rooster meal in her room in which they are evidently working. The young woman manages to snatch one chip, but the workman resists her overtures in relation to the chicken. Finally, he offers her “the rest” but her pleasure is short-lived. Finding it amounts to the two last chips, she strikes out at the workman with her magazine.

## **THE COMPLAINT**

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

*“...it is very putting down of young ladies. The young man seems pleased to do so, and the young lady unable or unwilling to object to his behaviour, which is offensive.”*

## **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 determined that the advertisement did not breach the Code on grounds of discrimination/vilification, and did not contravene the Code on any other grounds. Accordingly, the complaint was dismissed.