



## **CASE REPORT**

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|-------------------------------|-------------------------------------------------|
| 1. Complaint reference number | 227/99                                          |
| 2. Advertiser                 | Port Mini Mix Pty Ltd                           |
| 3. Product                    | Hardware/machinery                              |
| 4. Type of advertisement      | TV                                              |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 13 July 1999                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement comprises a series of scenes of concrete being poured from trucks, loaded into wheelbarrows and being trowelled by a young man and two young women, both of whom are wearing denim shorts and red singlet tops. Voiceover says ‘Pouring concrete can now be more rewarding at Port Mini Mix, who now have two trucks and can deliver more concrete. Port Mini Mix can deliver a few barrows or as much as you want, 7 days a week ... Port Mini Mix now has two trucks. Small trucks with a big heart’. The man and two woman are seen walking towards the camera, as both women say together ‘Let Port Mini Mix make your day’.

## **THE COMPLAINT**

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

*“I find it hard to believe that these two young women, who didn’t have a speck of dirt on them, actually undertake this work. I believe it was a purely sexual ploy to grab the attention of potential customers.”*

*“It’s just so crass and unfunny ... it’s embarrassing.”*

## **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 depiction of the two women within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.