



## **CASE REPORT**

1. Complaint reference number	236/00
2. Advertiser	Telstra Corp Ltd (Easy Saver Plus)
3. Product	Telecommunications
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ““Guys are finally starting to ask me out.” Jill, Telstra’, depicts a young woman sitting at a desk, wearing a headset and smiling to camera. The text reads: ‘Not so long ago, guys would hear I worked for Telstra and they’d run a mile. But now everyone’s beginning to appreciate that there’s a bunch of customer service people down here who really do care – yes, really!’ The text continues with details of the EasySaver Plus package and concludes: ‘They appreciate things are changing and I appreciate guys asking me out again! To join the many people coming back to Telstra call 13 2200. Jill & Telstra – Making life easier’.

## **THE COMPLAINT**

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

*‘I believe it makes women out to be superficial, their only concern being to get a boyfriend and get married. It also suggests that a women’s (sic) profession is secondary to the boyfriend/marriage thing.’*

## **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 portrayal of the woman 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. The Board noted in passing that the advertiser had voluntarily withdrawn the advertisement.