



CASE REPORT

1. Complaint reference number	24/00
2. Advertiser	United Distillers & Vintners (Aust) Ltd (Bundaberg Rum)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a number of scenes of a polar bear travelling in a taxi through the streets of New York . In one scene, he is approached by three apparent prostitutes, one of whom is a transvestite, while the taxi is stopped at a set of traffic lights. They say ‘Hi, big guy ... You looking to party?’, to which he replies ‘Oh, I’m on my way ... that’s why I’m taking the Bundy & Cola ... See you later’ and drives off leaving them each with a can of drink.

THE COMPLAINT

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

“The advertisement is offensive in the way that it degrades women and perpetuates their easy and casual availability for paid sex. The polar bear’s attitude towards them as his taxi drives away infers that they are somewhat odd and stupid. He has no pity for them or sadness for their plight.”

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 was of the view that the portrayal of the prostitutes within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.