



CASE REPORT

1. Complaint reference number	241/00
2. Advertiser	LG Electronics Aust Pty Ltd (Intello Combi Microwave)
3. Product	Housegoods/services
4. Type of advertisement	Print
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 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement portrays, on a plate, a headless roasted chicken, its wings drawn back (as are arms when placed behind the head) and its legs splayed. The roasted skin is pale under the outline of a bikini. Immediately below the photograph is the caption, 'Chicken never looked so good in a microwave.' At the bottom left corner of the advertisement is a photograph of the microwave and, at the bottom right, the advertiser's logo; between is text.

THE COMPLAINT

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

'The reader is clearly intended to make an association between the chicken and a woman's body, because the bikini is a feminine marker of gender. To associate a woman's body with roasted flesh meant for eating seems to me to be offensive and demeaning to women.'

'It denigrates women through the objectification of their bodies in a particularly vile way in this instance The sheer crassness of this image is truly shocking in the year 2000.'

'The very clear message here is that women can be reduced to bits of meat on a plate. The advertisement is sexist to the extreme and deeply offensive.'

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 material within the advertisement did not constitute discrimination or vilification; neither did it contravene prevailing community standards in its portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.