



CASE REPORT

1. Complaint reference number	242/01
2. Advertiser	Dairy Farmers (Oak)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on two workers taking a refreshment break at a construction site, with one of them appearing out of focus. The other wolf-whistles as a woman in sports attire is glimpsed running by apparently unnoticed by his workmate who says: “Lovely day, isn’t it Bob.” With evident concern, the character Bob says: “Mate, you’ve gone soft,” and offers an Oak drink. After drinking it, the workmate comes into proper focus, and as another young woman runs past, makes a series of animal-type noises as well as issuing a wolf-whistle. A concluding caption shows an Oak drink carton with an accompanying caption reading: ‘A SOFT DRINK IT AIN’T.’

THE COMPLAINT

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

“...I feel that the young women are discriminated against in this advertisement by being portrayed/treated as sexual objects by the young men on the building site ... the way the women’s sexuality is objectified is insensitive to all women, and to men who don’t engage in this sort of exaggerated and aggressive display”

“This advertisement is very offensive to men and women. It degrades both men and women.”

“...it seeks to vilify and harass women...it has an underlying theme of implied violence towards women—that women are just objects that can be treated in appalling fashion.”

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, while it evidently offended some people, in the context of prevailing community standards, the advertisement did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity, nor that pertaining to discrimination and vilification.

The Board further determined that the content of this advertisement did not breach any other provisions of the Code, and the complaint was therefore dismissed.