



CASE REPORT

1. Complaint reference number	243/05
2. Advertiser	Peters & Brownes Group (Chill Bill Flavoured Milk)
3. Product	Food
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 September 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a cartoon like image of a young man holding a carton of Brownes “Iced Coffee Chill” flavoured milk. The character is set against a lime green background. The following words appear in bold text above the character: “*Footy Tip Number 3 – Girls are like footballs. You’re bound to drop a few in your career*”.

THE COMPLAINT

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

“... *These... are sexist and do not promote the benefits of milk products.*”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“*On behalf of our client Peters & Brownes we do not think this advertisement should be considered offensive as it does not break any section of the Code of Ethics...*”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards the majority of people would not find this advertisement offensive.

The Board determined that the use of the words: “*Girls are like footballs. You’re bound to drop a few in your career*” was not material that discriminates against or vilifies a section of the community on the grounds of sex. The Board found that the advertisement did not breach the provisions of the Code relating to the use of discriminatory material.

Further finding that the advertisement did not breach the Code on any other grounds the Board dismissed the complaint.