



## **CASE REPORT**

1. Complaint reference number	275/00
2. Advertiser	Lawsons
3. Product	Other
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, for the advertiser's 2<sup>nd</sup> Annual Female Production Sale of 100 Registered Angus Females, comprises text over a photograph of three women around metal cattle pens in a rural setting. The advertisement is captioned, 'Our females work' and sub-headed, 'All females bred from proven sires by artificial insemination or embryo transfer'. The text includes three lists, headed 'Sires represented', '10 elite donor females sell PTIC complete autumn ET dispersal' and 'Joining sires'. The date and location of the sale, and contact details for the advertiser, are also included.

## **THE COMPLAINT**

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

*'The advertisement is in my opinion, sexist, discriminatory, tasteless, and offensive. We receive this publication on a regular basis for business purposes and this ad has been the subject of conversation within the office, and mentioned by a male colleague, he also thought it overstepped the mark (sic).'*

## **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 material 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.