



CASE REPORT

1. Complaint reference number	276/00
2. Advertiser	Lowes Menswear
3. Product	Retail
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, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a man, with a stomach protuberance resembling that of a pregnant woman, entering a doctor's consulting room and saying, 'Doc, help me'. 'You've got massive problems', replies the doctor, rubbing the man's stomach. The man is shown lying on a couch as the doctor produces, apparently from between the man's legs, a full Lowes shopping bag. The doctor says, 'You've been shopping for Father's Day.' 'From Lowes', say both men in unison. The doctor continues to produce items of men's clothing in this manner while both men, superimposed by text, describe the merchandise, its cost and savings. 'There's heaps more', says the man and, together with the doctor: 'At the huge Father's Day Sale at Lowes'. After the doctor removes a full Lowes shopping bag from under the man's shirt so that the man's stomach no longer bulges, the man says, 'Aw, thanks, Doc.'

THE COMPLAINT

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

'As a woman I find this commercial very, very offensive, insensitive, disrespectful and belittles the special and precious event of pregnancy and childbirth.'

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