



CASE REPORT

1. Complaint reference number	277/00
2. Advertiser	Simplot Aust Pty Ltd (Chiko)
3. Product	Food
4. Type of advertisement	Outdoor
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, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

There are two outdoor advertisements:

1. The first depicts a woman, seated legs apart in front of a motorcycle, wearing a low-cut, lace-up bodice, shorts and ankle-strap shoes. She holds a wrapper bag, upon which is repetitively printed the product logo and the words, 'Grab a Chiko', and from which the product emerges at the top. A website is quoted in the top left corner. On the right of the advertisement are the words, 'Grab a Chiko', and underneath, a hand clasping the product as already described.

2. The second depicts a woman seated on a motorcycle, wearing a zip-front jacket, pant and boots. The jacket is unfastened to above the waist, showing a bra top beneath. She holds a wrapper bag as described in (1) above, and a website appears in the top left corner. The right side of the advertisement is identical to advertisement (1).

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

'I feel that the advertisement is provocative, has nothing to do with what it is advertising and would be better suited to the pages of "Playboy" than in the public arena.'

'I wish to object to the use of such advertising tactics as I believe this particular promotion goes beyond the usual obnoxious gratuitous objectification of women's bodies to actually incite gender based violence.'

'Many women view this kind of sexist advertising with extreme distaste.'

'All and sundry are subjected to an advertisement which vilifies women, and takes no account of the viewer's age, religious beliefs or personal values system.'

'We believe the advertisement is degrading to women. Our society should rise above exploiting women's sexuality for profit. When driving along the road we do not expect to be subjected to offensive literature, such as that which is on your billboards advertising this product.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board was of the view that the material within the advertisements 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 advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.