



CASE REPORT

1. Complaint reference number	28/01
2. Advertiser	Student Flights
3. Product	Travel
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 March 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement's header is captioned, 'Want a cheap route?' The word 'cheap' is in a different font and is depicted as being inserted into the query. Listed below, in two columns, are destinations and one-way and return fares. The advertisement's footer shows the advertiser, the words 'Cheap Airfares for Students', a telephone number and, in small print, conditions which apply.

THE COMPLAINT

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

'I feel (the advertisement) is demeaning – mostly to women.'

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 employment of the double entendre within the advertisement would not offend prevailing community views, did not constitute discrimination or vilification and did not contravene standards on the portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.