



CASE REPORT

1. Complaint reference number	283/03
2. Advertiser	Stubbies Clothing Company
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 9 September 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a ten pin bowling alley scene, where a young man is bowling as a voiceover states: "You're looking at the exciting new Stubbies 72. Stubbies 72 shirts ... Stubbies 72 shorts, and ..." as an attractive young woman embraces the man "... this is a Stubbie Holder." The scene changes to show a young man playing pool with two young women as the voiceover states: "Here are some more Stubbies 72...and a couple of Stubbie Holders." Subsequently, the young man is shown back in the bowling alley, surrounded by six young women as the voiceover states: "And this is what we commonly refer to as a six pack." The advertisement ends with animated Stubbies 72 signage and BigW and Lowes logos.

THE COMPLAINT

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

"I found this to be very offensive to women ... Calling women stubbie holders and six packs puts a value on women equivalent to a can of beer. It is just wrong and should not be allowed..."

"...it has the connotation to degrade the value of women generally..."

"I am not a feminist and usually laugh when people complain about advertisements, but I found this ad very offensive."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

Noting the advertiser's advice that: '...the commercial was meant to be a lighthearted play on words and nothing more,' the Board determined that it did not constitute discrimination and/or vilification as represented in the Code.

Further finding that the material did not contravene the Code on any grounds, the Board dismissed the complaint.