



CASE REPORT

1. Complaint reference number	292/99
2. Advertiser	Gill & Co Pty Ltd
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, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with voiceover saying ‘John Gill wants to show you his beautiful timber ... You’d rather watch pretty girls ... So, here’s both’. A number of scenes are then shown of two young women dressed in shorts and either singlet or crop tops in various situations within the timber yard. In the final scene, a man is shown drinking champagne with the women as voiceover asks ‘How’s that John? Alright?’

THE COMPLAINT

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

“... sexist, demeaning to women, patronising to potential customers (of all sexes) and offensive to me personally by suggesting that I would rather look at pretty girls than judge a business on the products or services it provides.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of the women within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.