



CASE REPORT

1. Complaint reference number	298/03
2. Advertiser	RepcO Limited
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens with a man sitting in an armchair in his lounge room. The man is watching television. A woman dressed in lingerie then enters the room. The woman begins to pose provocatively in front of the man who is presumably her husband. The man ignores her and continues to watch the advertisement that is playing on the television. The advertisement then cuts to still photos of products that are sold at Repco and a voiceover begins to introduce the products and their prices. The woman, who is dismayed by the lack of attention, then turns around and leaves the room.

THE COMPLAINT

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

"...Many things could be read into it, some of them that come to mind include: woman should expect to act much in the way of a prostitute for their men – it is normal for a woman to parade around in front of men in sexy underwear while the man ignores them – women are just another possession to be enjoyed by men".

"...the girl half-naked in a suggestive provocative pose...I would like to see more positive female images than this".

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"The male is not a dirty old man, he is in fact 33, the female model is 25 years old. These are the typical ages of a Repco enthusiast customer..."

"...The ad is funny because we laugh at the man's passion for Repco and the products that are on special, not at the woman. We empathise with her and recognise that she understands his passion, she turns and walks away leaving him alone with his TV."

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 noted advice from the advertiser that the focus of the advertisement was not the model but rather the man's passion for Repco. The Board noted that there was no derogatory treatment of the woman by the man nor was there any suggestion that the woman was acting as a prostitute for her man. The Board considered that most people would see the intended humour in the advertisement. Accordingly, the Board determined that the advertisement did not breach the Code by portraying

discriminatory acts.

The Board dismissed the complaint.