



CASE REPORT

1. Complaint reference number	317/00
2. Advertiser	Maxxium Australia Pty Ltd (Galliano and Lemon Squash)
3. Product	Alcohol
4. Type of advertisement	Outdoor
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 November 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement depicts the side view of a headless female body clad in a corselette split at its side and connected by metal clasps. She wears stay-up hosiery connected to the corselette by cord threaded through circlets of metal attached to each. A metal hook, upon which is a large bead, is appended to one of the circlets near her buttocks. A swatch of hair in a pony-tail falls down her back. She is about to sit on a stool upon which is a lemon. A shot of the product appears at the lower right of the advertisement and, at the bottom, the text, 'Galliano and Lemon Squash – Very Galliano'.

THE COMPLAINT

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

'What message do I derive from this? "If you are female and you drink Galliano, you'll end up squashing your lemon."'

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 the material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.