



CASE REPORT

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| 1. Complaint reference number | 320/99 |
| 2. Advertiser | ACP Extra (Dingo Magazine) |
| 3. Product | Media |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 October 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of the following exchange between a man and a woman:

Man “Whoa, ho ho. Who’s a good boy, eh?”

Woman “Barry? I thought I told you to get rid of that, that beastly thing.”

Man “Oh, but baby ...”

Woman “Don’t you ‘baby’ me. I will not have that dingo in the house.”

Man “But baby ...”

Woman “I’m serious Barry. Either the dingo goes or I go.”

Man “Right ...” [as he is heard grunting]

Woman “Barry, open this door now.” [muffled]

Voiceover then says “Dingo, a mongrel of a magazine. On sale for just two bucks. But ... keep it away from your baby.”

THE COMPLAINT

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

“I find it very inappropriate ... advertising that is degrading in an age where women are striving for equal rights, to hear them being treated solely as objects of male fantasy.”

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 woman within the advertisement did not constitute discrimination or vilification, nor did the material depicted in 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.