



CASE REPORT

1. Complaint reference number	348/05
2. Advertiser	Hearts Abroad
3. Product	Other
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Nationality – section 2.1
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement depicts a photo of a young blonde woman (Olga Kulikova) . The text reads: *“Russian Brides... Are you looking for a beautiful, devoted, Russian wife? If you are genuine and serious about marriage with an honest, attractive, family oriented woman, then let us help you to find her. We have many English-speaking ladies looking to meet men in Australia”*. The contact details for Hearts Abroad also appear in the advertisement.

THE COMPLAINT

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

“The image of the woman appears to be someone below legal age.”

“It is also racially discriminating.”

“... misleading and deceptive... offensive and fraudulent.”

“It advertises women as wives in an absolutely offensive manner.”

THE ADVERTISER’S RESPONSE

“... the young lady used in my advertising is of legal age....she is 19...”

“... the advertisement is not misleading or deceptive. Is the complainant stating that Russian women are incapable of love and that they are not beautiful or devoted?”

THE DETERMINATION

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

The advertiser submitted a video of the woman featured in the print advertisement in which she states that she is nineteen years old.

The Board was of the view that the portrayal of the young woman in this advertisement did not include material that discriminates against a person on the grounds of their nationality. The Board considered that the advertisement simply states the nationality of the women participating in the ‘match making’ service and goes further to state that they are *“... beautiful, devoted... honest, attractive... and family oriented...”*

The complainant also suggested that the advertisement is advertising women as wives and that this is offensive. The Board took into consideration that the advertisement was for a ‘match making’ service

with both the women and men voluntarily and actively seeking a partner in marriage. As such, the Board determined that the advertisement did not portray people or depict material that discriminates against a person on the grounds of their sex.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.