



CASE REPORT

1. Complaint reference number	350/00
2. Advertiser	Plantation Hotel
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, 12 December 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays the face of a young woman, speaking to camera: ‘There’s only one place I get my liquor’. She is then shown from behind, a pictorial tattoo and the words, ‘Plantation Hotel’ across her back. A man emerges from behind her saying, ‘It’s got to be the Planto’. Text and accompanying voiceover follow describing merchandise and prices. The advertisement concludes with a shot of the young woman smiling, while the man behind her says, ‘(inaudible) the Planto’.

THE COMPLAINT

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

‘I’m really tired of seeing cheap and nasty advertisements that continually want to denigrate women.’

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, while appreciating the point of view expressed by the complainant, determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.