



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

1. Complaint reference number	351/99
2. Advertiser	Wool Store Insulation (Polar Batts)
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement contains a cartoon style caricature of an apparently naked elderly woman with the heading “Not any old batt will do!” The balance of the advertisement consists of text describing the features of Polar insulation batts.

THE COMPLAINT

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

“I find it demeaning, discriminatory and offensive to both the elderly and female sections of our society.”

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 cartoon portrayal of the woman within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.