



CASE REPORT

1. Complaint reference number	370/00
2. Advertiser	Melmusic
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, bordered with stars, comprises a drawing and text. The drawing is of two women on creased fabric. One is kneeling and has neither mouth nor pubic hair, is bare breasted and wears a Santa cap, fur topped long gloves, suspender belt and stockings. She has a hand on the buttocks of the other who is shown lying front down, head and buttocks raised. She is bare breasted and has a Santa beard and reindeer horns, ears, tail, claws and hooves. The advertisement's captions include, 'Merry Xmas!! If you think this is offensive...you should've seen the original one with the elves and the reindeer!!' The text includes the advertiser's logo and describes the nature of its business, the month's specials, its contact details and trading hours.

THE COMPLAINT

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

'I feel (this ad) is extremely sexist.'

THE DETERMINATION

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

While appreciating the complainant's point of view, the Board determined that the portrayal of the women within the advertisement did not breach the Code and, accordingly, dismissed the complaint. In reaching this determination, the Board took account of the advertisement's particular placement.