



## **CASE REPORT**

1. Complaint reference number	370/05
2. Advertiser	Telstra - Sensis Pty Ltd (Yellow Pages)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a wife ringing restaurants and bars that she has found in that category in the Yellow Pages. The wife questions several restaurant owners, in an attempt to locate her husband. She repeatedly tries to describe her husband to the hospitality staff as having a laugh like a hyena and actually imitates the sound. She finally hears his distinctive laugh in the background at one venue and says: *"That's him!"* The waiter then passes the phone to the husband who stops laughing when he hears his wife's voice.

## **THE COMPLAINT**

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

*"... this is sexist advertising."*

*"I am so sick of seeing the denigration of men in advertising."*

## **THE ADVERTISER'S RESPONSE**

*"Sensis is of the view that these characteristics and actions could equally be attributed to any sex. Sensis does not consider that it is sexist or offensive to portray a person enjoying themselves, albeit that they have a distinctive laugh..."*

## **THE DETERMINATION**

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

The Board was of the opinion that woman in this advertisement was simply trying to locate her husband using the yellow pages and that whilst her husband did have a distinctive laugh, the Board considered that the portrayal of that laugh did not amount to material that discriminated against the husband on account of his sex.

The Board determined that the advertisement did not breach the provisions of the Code relating to the portrayal of people (sex).

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