



CASE REPORT

1. Complaint reference number	381/99
2. Advertiser	Gatorage Co. of Aust Pty Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a bus, apparently containing a number of male prisoners, pulling in to a petrol station. The driver leaves the bus and the prisoners excitedly watch a young woman wearing a short dress filling her car with petrol and, subsequently, splashing water over her face and rubbing her hands on her body. The driver returns to the bus with an armful of bottles of Gatorade Frost, which the men drink eagerly. As they drink, the bus becomes full of steam. Voiceover concludes ‘New Frost from Gatorade, it really cools you down.’

THE COMPLAINT

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

“It makes fun of the sexual frustrations of these guys who are in a particularly powerless and disadvantaged situation. An undercurrent of violent sexual need could be imagined and this woman is tormenting them suggestively by rubbing her own backside, etc ... I also think it is a nasty, cheap portrayal of a woman using her sexuality in an inappropriate way.”

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 was of the view that the portrayal of the men within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in its treatment of sex, sexuality or nudity. The Board therefore determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.