



CASE REPORT

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| 1. Complaint reference number | 388/05 |
| 2. Advertiser | Brisbane Marketing (Queen St Mall) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a glamorous woman holding three leashes on the end of which are one woman wearing a diamond collar, a man wearing a black collar, and another woman straining at her leash. The woman releases the people. The man heads towards smells emanating from a restaurant and one unleashed woman stares at Vuitton accessories. A performer in a circus act sees the second unleashed woman's face, reflecting sunshine from the glass building facades. The woman with the leashes blows a silent dog whistle to call them back but the woman with the diamond collar expresses disappointment. The man unfastens his black collar and throws it away. Graphic of Queen Street Mall logo and text "Let Loose" appears on screen.

THE COMPLAINT

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

Sexism and if the roles were reversed, i.e. men with women on leashes, there would be an outcry of sexism complaints.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The "Let Loose" television commercial for Queen St Mall is a celebration of the exciting, fresh and constantly changing experience on offer.

The ad is simply a fun portrayal of this notion showing a male and females being "let off the leash" to enjoy the experience and outdoor environment of the Mall.

THE DETERMINATION

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

The Board considered that the advertisement showed people enjoying the freedom and shopping at the particular venue and that the advertisement did not portray men or women in a discriminatory manner. Both one man and two women were portrayed on a lead. The Board considered that the depictions of being on a lead were minor and fleeting and that there was no portrayal of people being leashed in any demeaning manner.

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