



CASE REPORT

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| 1. Complaint reference number | 402/03 |
| 2. Advertiser | Just Jeans Group (Mini Skirts) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 November 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a woman playing golf in what appears to be a tournament as a crowd of spectators are present. The woman is depicted putting her ball into the hole and the crowd of spectators is silent. She is wearing a very short mini skirt and when she bends over to pick her ball up, the crowd of spectators behind her then cheers.

THE COMPLAINT

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

“..... extremely sexist and demeaning to women.”

“I find it disturbing that we are sending a message to young people and men in general that success can be judged by showing your bottom instead of making a difficult golfing putt.”

“.... advertisement stereotypes women into being symbols of purely a sexual nature.”

“..... one cannot deny the harm in this message given that its target audience is young, teenage women.”

“..... this ad diminished the woman’s sporting talent and shifted the focus to her physical attributes, thereby devaluing her as a person.”

THE ADVERTISER’S RESPONSE

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

“The humour is in the easily recognized inappropriate reaction of the crowd. Like all humour, it cannot be to everyone’s liking”.

THE DETERMINATION

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

The Board noted that the majority of the community would view the advertisement as being humorous and agreed with the Advertiser’s remarks.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination or vilification or the portrayal of sex, sexuality or nudity.

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