



## **CASE REPORT**

1. Complaint reference number	405/03
2. Advertiser	LG Electronics Australia Pty Ltd (Air Conditioners)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 9 December 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement portrays a couple viewing an art exhibition. The gentleman is flouting his opinions regarding displayed pieces of art to a female companion. The male is portrayed as somehow mistaking an LG Air Conditioner on the wall for a piece of art.

## **THE COMPLAINT**

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

*“The ad is a form of emotional violence carried out against males as the ad attempts to stereotype males and portray them as being dumb and stupid.”*

## **THE ADVERTISER’S RESPONSE**

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

*“Our television ad is meant to dramatise the benefit of the Art Cool air conditioner over other models on the market, which is the sleek, simplicity of the product. It was never intended to ridicule males, or give the impression that females are in anyway better than them, to any audience.”*

## **THE DETERMINATION**

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

The Board found that the majority of viewers would see the humour in the advertisement.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

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