



## **CASE REPORT**

1. Complaint reference number	438/06
2. Advertiser	Austereo Group Ltd (Triple M)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 14 November 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This animated television advertisement is viewed from the perspective of a pregnant woman on a maternity hospital delivery table, looking towards a surgeon attempting to deliver her baby, while the rock star father stands nearby. A continuous stream of babies pop out, still attached to umbilical cords, and pile up at the foot of the table. A male voiceover announces “Playing more bands that have impregnated their groupies than any other station. Triple M”.

## **THE COMPLAINT**

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

*The community is trying to prevent unwanted pregnancies particularly in teenage girls. This makes a joke of girls getting pregnant. To advertise this way is most distasteful as well as depersonafying (sic) the depicted pregnant woman.*

## **THE ADVERTISER’S RESPONSE**

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

*The commercial is a light hearted and satirical look at the rock music world and pokes fun at the cliché that rock stars tend to have relationships with their groupies.*

*We have considered (the Code) in detail and do not believe that the television commercial in question breaches this or any other section of the Code particularly given the intended audience, prevailing community standard and the context in which the advertisement is being broadcast.*

## **THE DETERMINATION**

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

The Board viewed the advertisement and considered the complainant’s comments that the ad was distasteful and de-personified the depicted birthing woman.

The Board considered whether the advertisement breached section 2.1 of the Code dealing with discrimination and vilification of gender. The Board agreed that the reference to the impregnation of groupies was certainly in bad taste, but the reference to such a concept itself did not discriminate or vilify women. Hence the Board determined that the advertisement did not breach section 2.1 of the Code.

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

dismissed the complaint.