



## **CASE REPORT**

1. Complaint reference number	520/06
2. Advertiser	Mitchell's Quality Foods (Lite 'n' Easy)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 16 January 2007
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows an image of an animated bikini as a female voiceover asks "Dreading summer?" Various female voices exclaim "Oh no the beach", "The pool party", "tring to hold everything in." The original voiceover continues "Don't panic. Convert to Lite 'n' Easy today. Call 13 15 12 and start getting into shape for summer!" As the scene closes on the bikini image a wolf whistle is heard.

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*It clearly suggested to women that only a certain body type was attractive and worthy of public display. The ad also clearly suggested that sexual harrassment is welcome and is a validation of a woman's attractiveness.*

## **THE ADVERTISER'S RESPONSE**

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

*Lite 'n' Easy would like to make it clear that in no way are we suggesting only certain body shapes are acceptable for public display or that sexual harrassment is acceptable in any form.*

## **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 whether the advertisement breaches Section 2.1 of the Code dealing with discrimination and vilification of sections of the community.

The Board took note of the complainant's comments that the advertisement was suggesting that only a certain body type was attractive and worthy of public display. While the Board agreed that the advertisement was proposing that someone with slimmer body would feel more attractive, it did not accept that the advertisement suggested that only a certain body type was attractive and worthy of public display. The Board agreed that any advertising for weight-loss programs almost necessarily draws a distinction between different weights and body shapes.

The Board did not accept that the advertisement vilified or discriminated against any section of the community, including overweight people, and hence did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.