



## **CASE REPORT**

1. Complaint reference number	60/00
2. Advertiser	Select Kitchens
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

There are two print magazine advertisements in the series. The first features a man wearing a shirt and overalls, with a woman wearing tight fitting trousers and a bare midriff top. The woman has one hand on the man's shoulder and her other hand resting against his chest. Text below the photograph reads 'The best way to impress women is to promise them the world. With a Select Kitchen that's easy' and continues to describe the features of the kitchen. The second advertisement features a woman holding up a set of plans and wearing a pair of overalls. The woman appears to be naked under the overalls as a portion of her breast is visible through the side. Text below the photograph reads 'Ever dream of having women eager to get hold of you?' and again continues to describe the features of the kitchen.

## **THE COMPLAINT**

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

*"I find this advertising totally unprofessional and most degrading and disrespectful. This may have been acceptable 10 years ago – but it certainly is not acceptable in this day and age."*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

While appreciating the complainant's personal point of view, the Board felt that the portrayal of the woman within the two advertisements was not such as to constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.