



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 66/03 |
| 2. Advertiser | International Watch Co. |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph and text relating to a man's automatic chronograph with stopwatch functions under a headline reading: 'Almost as complicated as a woman. Except it's on time.'

THE COMPLAINT

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

"The ad... implies that women are both complicated and late—which is untrue."

THE DETERMINATION

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

The advertiser's view that if women understood the intent of the headline text 'they would realise that the heading was more insulting to men than to women' was noted by the Board, which accepted that the line was not intended to be taken seriously.

The Board determined that the advertisement did not constitute discrimination or vilification as represented in the Code, and did not contravene any other of the Code's provisions.

Accordingly, the complaint was dismissed.