



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 66/99 |
| 2. Advertiser | Time Inc (Who Weekly magazine) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows two men arriving at an outback pub. There is a woman behind the bar. She is wearing a low cut dress revealing cleavage and she asks “What can I get you boys?” to which one of the men says “Two thanks love.” The woman places a pen in her cleavage. Two copies of the Who weekly are then given to each of the men who peruse the magazine. The camera then moves to show an exterior shot of the pub as a male voiceover says “Aah that hit the spot”. The words “refreshingly, Who” are superimposed on the screen.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

‘The advertisement...is sexually exploitive (sic) of women...I am personally affronted by the use of the female body in this exploitive manner.’

THE DETERMINATION

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

The Board determined that the advertisement’s portrayal of the woman concerned did not constitute discrimination or vilification and did not breach the Code on this ground. The Board was satisfied that the advertisement did not breach any other sections of the Code and dismissed the complaint.