



## **CASE REPORT**

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| 1. Complaint reference number | 70/01                                                                                                                                    |
| 2. Advertiser                 | Southern Independent Liquor (Pubstops)                                                                                                   |
| 3. Product                    | Retail                                                                                                                                   |
| 4. Type of advertisement      | TV                                                                                                                                       |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 10 April 2001                                                                                                                   |
| 7. DETERMINATION              | Dismissed                                                                                                                                |

## **DESCRIPTION OF THE ADVERTISEMENTS**

Part of a series, the first television advertisement opens on a pub scene, moving to graphics of wine casks, canned drinks and bottled wines, each showing prices offered at Pubstop, and continuing on to show a female patron seated on a bar stool and leaning forward at a point where the commentator's voice says '*really nice jugs*' before correcting this, with the aid of a caption, to '*really nice pubs.*' The second advertisement is similar except that the products offered are a liqueur, bottled wines and beer by the carton, and the final scene shows a man on a barstool where a woman pats his bottom ahead of a caption reading '*Really Great Rubs,*' with '*Rubs*' crossed out and '*Pubs*' added.

## **THE COMPLAINT**

Comments which the complainant made regarding these advertisements include:

*'I find these commercials to be greatly offensive. For one, rubbing someone on the bottom is not acceptable if unwanted, and tends to happen a lot at pubs without any opportunity for complaint ... Using women to portray a pub as being a great place to be because they have great jugs and rubs, and using sexual connotations for this, is not acceptable.'*

## **THE DETERMINATION**

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

The Board was of the view that the material within these advertisements did not contravene prevailing community standards in relation to either the portrayal of sex/sexuality/nudity, or health & safety and did not constitute discrimination/vilification. The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, the complaint was dismissed.