



CASE REPORT

1. Complaint reference number	71/04
2. Advertiser	Commercial Radio Australia
3. Product	Media
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 April 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a radio advertisement which features an interview between a male interviewer and a female marketing director for a coffee brand. The purpose of the interview was to discuss the use by the marketing director of radio advertising. The male interviewer spills drink over the marketing director.

THE COMPLAINT

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

"It portrays man as a clumsy idiot."

"There is enough division and infighting in our society today on racial, religious and gender bases as it is. There is no need for such annoying provocations such as contained in that ad. That ad, I say, is damaging cohesion in society."

THE ADVERTISER'S RESPONSE

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

".. the purpose of the Brand Campaign is to raise the profile of commercial radio as an advertising medium."

"The advertisement in question plays on the popular advertising industry perception that radio advertising is less effective than commercial TV or print media."

"The advertisement is a series of exaggerated incidents which use humour to portray the message about the effectiveness of radio advertising."

THE DETERMINATION

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

The Board noted that in the context of prevailing community standards, the majority of people would not be offended.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed