



## **CASE REPORT**

1. Complaint reference number	77/06
2. Advertiser	Diageo Australia Ltd (Bundaberg Rum)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

In this television advertisement the Bundy Bear rings a doorbell, and we see he is carrying a bottle of Bundaberg Rum and holding an invitation to “Macca’s Party at 4 Acacia Ave”. Bundy is surprised when a female opens the door, and does not notice the number of this house is 14. Bundy finds it is a hen’s party and the girls assume he’s the stripper they hired, although they had asked for a fireman. Bundy looks confused but begins to enjoy himself at the girls’ party. Meanwhile, the young males at 4 Acacia Ave are puzzled that Bundy hasn’t arrived with the rum.

## **THE COMPLAINT**

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

*I believe that this advertisement is offensive because of the lustful, sexual behaviour shown by the women.*

## **THE ADVERTISER’S RESPONSE**

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

*Although the setting of the commercial is at a hen’s night, our intention was to portray a light-hearted and fun get together for women. At no stage does the commercial explicitly make reference to, or visually portray inappropriate sexual themes/imagery.*

## **THE DETERMINATION**

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

The Board considered the advertisement’s depiction of women at a hen’s night. The Board did not consider that the portrayal of women at such a function was inappropriate, as such functions are not uncommon. The Board considered that the sexual connotations in the advertisements were very mild and did not consider that the women were shown to be behaving in behaviour that would be seen by most consumers as lustful or sexual.

The Board noted that the advertisement is only shown in time zones that have been considered appropriate for broadcast of liquor advertisements under the Commercial Television Code of Practice.

The Board considered that the depictions of sexuality in the advertisement were treated sensitively and were appropriate to the audience and that the advertisement did not breach clause 2.3 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.