



CASE REPORT

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| 1. Complaint reference number | 78/04 |
| 2. Advertiser | Camping World (Big Shane's) |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 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 depicts a variety of camping scenes and in one of the scenes a man pats a woman on her buttocks after she brings him a beer.

THE COMPLAINT

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

“Since sexual harassment is a very real issue in today’s world, I strongly object to the way women are stereotypically portrayed as sexual playthings in bed and deserving of a pat on the bottom when a man is pleased with them. If our society is ever to get past portraying women in this way, it won’t be because ads like this are on television teaching future generations of children about male/female roles in relationships.”

THE ADVERTISER’S RESPONSE

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

“I would like to say that at no time was the intention to belittle women but by the nature of the advertisement was to show two bubbling Males (sic) who had no idea to set up camp and once they visited the shop, their image changed to one of appeal to the female race. The use of humour was again an attempt to show nothing else but to humour.”

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 the complaint.