



CASE REPORT

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| 1. Complaint reference number | 8/02 |
| 2. Advertiser | Maxxium Aust Pty Ltd (Jim Beam) |
| 3. Product | Alcohol |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

The Board viewed four television advertisements in the series.

Advertisement (1) portrays a woman in a lounge watching football on television. She is joined by a man who immediately switches channels saying, ‘Ally McBeal’s on.’ An on-screen caption is supported by a voiceover: ‘Need help? Call 1900-9-Jim Beam.’

Advertisement (2) depicts a woman seated in a lounge while a man vacuums the floor in front of her. A caption appears with voiceover: ‘Call 1900-9-Jim Beam. Now.’

Advertisement (3) shows a man ordering a salad while his friends each order steaks. The conclusion of the advertisement follows the line of the other advertisements in the series.

Advertisement (4) portrays a man speaking to camera as he arrives home. He says, ‘A while ago my mates told me something wasn’t right. I’d changed.’ As he walks through the house, removing his jacket and tie, he picks up a cushion in the lounge and continues, ‘I was ordering salad at lunch. I was buying soft furnishings like this. I was even pruning roses instead of spending time with my mates.’ As he walks from the house onto a balcony, he concludes, ‘But then I called 1900-9-Jim Beam. Now look at me.’ He jumps fully clothed into a swimming pool and is next seen wrestling with a crocodile. The advertisement concludes with the caption, ‘Call 1900-9-Jim Beam.’

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

‘The advertisements are offensive because the message is clearly stated that alcohol enhances masculinity. It also gives the message that women are antagonistic to the societal construct of masculinity.’

‘This ridiculous macho image that infers (sic) that only drinkers of Jim Beam can achieve is pathetic enough, but what I do object to is the image of cruelty to animals - a crocodile kept in a swimming pool to provide ritualistic reassurance of manhood!’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the contextual humour of the advertisements and determined that the material within them did not breach the Code in relation to health and safety and, under prevailing community

standards, did not represent discrimination or vilification as represented in the Code.

Finding that the advertisements did not contravene any provisions of the Code, the Board dismissed the complaint.