



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 89/08   |
| 2. Advertiser                 | Twentieth Century Fox (Meet The Spartans)           |
| 3. Product                    | Entertainment                                       |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Wednesday, 9 April 2008                             |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement for the movie "Meet The Spartans" features a modern-day crowd scene with people fleeing from a giant "Transformer", and a Paris Hilton look-alike actress standing before an obese king in an Eastern setting surrounded by courtiers, and being told by him to bow down "to the great Xerxes". The actress replies "I'm a Hilton, I don't bow down - but I do bend over..."

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*It is sexually degrading, and second, this kind of debasing sexual content should not be shown at such an early time in the evening, when school children are watching television.*

## **THE ADVERTISER'S RESPONSE**

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

*The TV spot was rated by CAD as a "J" spot which regulates it can be shown in this pre 7.30pm timeslot. The film is a spoof comedy, it was not Fox's intention to offend anyone but to be taken in the light of fun mockery.*

## **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 the concerns of the complainants and reviewed the advertisement under Section 2.1 of the Code which deals with discrimination based on gender.

The Board observed that the advertisement was for a spoof film, contained many double entendres and considered that because the film was M rated this type of humour was acceptable in the context of the product being advertised.

The Board did not consider that the advertisement discriminated against women and that therefore it did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.