



CASE REPORT

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| 1. Complaint reference number | 9/00 |
| 2. Advertiser | Pegulan Floor Coverings Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor billboard advertisement consists of a close up photograph of a woman's high-heeled shoe standing on the toe of a man's black leather shoe, against the background of a tiled floor. Superimposed over the photograph are the words 'Put your foot down ... insist on Pegulan ... it's your floor'.

THE COMPLAINT

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

"I wish to voice my complaints about the continual use in advertising of women effecting put-downs of men, and about the portraying of women as smart and men as dumb ... This is also pseudo-violent and lends validity to the woman's use of force against a man."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the depiction of the image within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.