



CASE REPORT

1. Complaint reference number	9/99
2. Advertiser	Woolworths Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement includes footage of two young men, while supermarket shopping, picking up a packet of prepared carrots in a plastic bag and looking at it with quizzical expressions. A young female shop attendant says to them, ‘All you have to do is boil the water...’ She then says, ‘You do know how to...’ and they look at her both smiling broadly.

THE COMPLAINT

Comments the complainants made regarding this advertisement included the following:

‘This add (sic) is sexist. Imagine a reversal questioning a woman “you do know how to change a tyre don’t you?”... Why are young men fair game to ridicule... Ads like this perpetuate a rift between the genders and are counteractive to young men overcoming the sexist conditioning of society.’

‘By implication, (the advertisement) conveyed an image that males are useless in the area of domestic tasks and suggested a lack of intelligence and common sense... stereotyped the male as a blithering idiot and incompetent.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement’s portrayal of the characters concerned did not constitute discrimination or vilification and did not breach the Code. The Board was satisfied that the advertisement did not breach the Code on any other ground and dismissed the complaint.