



CASE REPORT

1. Complaint reference number	95/05
2. Advertiser	Jenny Craig Weight Loss Centre
3. Product	Professional Services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 10 May 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features the testimony of a young woman who explains her experience with the Jenny Craig Weight Loss Centre. During the advertisement the young woman comments that “a lot of people have said to me that Jenny Craig is for old housewives.”

THE COMPLAINT

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

“I wish to protest the [use of the] disparaging term ‘old housewives’. I consider this to be age discrimination and offensive.”

THE ADVERTISER’S RESPONSE

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

“We had no intention of causing offence to older people, and we feel the comment has been taken out of context from the commercial. This commercial was not scripted. It was created from spontaneous comments from a successful client.”

“Rebecca is actually making a comment about what other people have said to her about Jenny Craig when she says:

“A lot of people have said to me that Jenny Craig is for old housewives”.

“She immediately follows this up with:

“It’s for anyone that wants to lose weight”.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (age). The Board was of the opinion that comments made by the young woman in the advertisement were not derogatory to old housewives. The Board also noted the advertiser’s comments that this was an unscripted commercial and that the reference to ‘old housewives’ is in the context of a testimony and represents what other people have said to the young woman featured in the advertisement.

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.