



Attachment L(i) - Case Report

1	Case Number	0461/10
2	Advertiser	Get Wines Direct
3	Product	Alcohol
4	Type of Advertisement / media	Billboard
5	Date of Determination	10/11/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Sex

DESCRIPTION OF THE ADVERTISEMENT

The top three quarters of the billboard has a green background and the following words in white: "Nice legs, great body...Cheap, but sensational. Turns up at your door. Satisfaction guaranteed!"

The bottom quarter of the billboard has green writing on a white background: "getwinesdirect.com 1300 559 463. 157-161 Burnley Street, Richmond."

THE COMPLAINT

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

The advertisement objectifies and is derogatory of women and is sexist.

The wording used could be applied to wine, but equally to women.

The first two phrases - 'nice legs great body' - characterise a woman based purely on two of her physical attributes - her legs and body - reducing her to body parts attractive to men rather than seeing her as a complete human being with importantly a mind preferences and emotions.

The Macquarie Dictionary identifies as one of the definitions of the word 'cheap' and the only definition specifically describing a woman as '10. Colloquial (of a woman) promiscuous and unrefined; trashy.' This description of a woman is derogatory. Because it is only applicable to women, it is also sexist: women who are promiscuous, unrefined or trashy are 'cheap' but the same word is not recognised as being used colloquially for men.

The phrases 'sensational' 'turns up at your door' and 'satisfaction guaranteed!' as applied to a woman suggest the willing sexual gratification of men. This again objectifies women by characterising them in a very limited way, namely as sexual gratifiers, rather than a human beings with thoughts, emotions and their own sexual needs and preferences.

In summary, I find the advertisement sexist, derogatory and objectifying of women, and offensive for these reasons. I believe that this sort of language publically applied to women contributes to the objectification and derogation of women in Australian society more broadly, which, at its worst, is manifested as violence against women. I believe that permitting this sort of language about women to be represented publically implies that it is acceptable to speak and think of women in these terms whereas it is neither acceptable or appropriate.

The advertisement is clearly visible at the intersection of two major capital-city thoroughfares, and is thus visible to, and capable of influencing people of both sexes and all ages, including men and women of all ages and perhaps most disturbingly both young men and women both of whom will inevitably and probably subconsciously draw conclusions about how women are seen in our society how they are spoken of and how they are supposed to behave. Because it is so public. it is also not an advertisement that one can avoid seeing except by avoiding the area which is not possible and should not be necessary.

I do not know if or where there may be other advertisements that are similar or the same by the same company.

I hope that you will be able to take action to have this advertisement removed from wherever it is displayed.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

- 1. Lease for the billboard expired on 31 October 2010. As the lease has expired, the company responsible for the lease has been advised that the billboard advertisement is to be removed.*
- 2. Reference in the advertisement ""nice legs, great body"" is examples of descriptive words that are used in wine terminology to describe the various viscosity, texture and body of the wine.*
- 3. Reference in the advertisement ""Cheap, but sensational Turns up at your door"" This phrase outlines that Get Wines Direct offer prices that are very competitive and at the lowest available price in the market. Get Wines Direct operate as an online retails wine company, and customers have their wine orders conveniently delivered direct to the customers address of choice.*

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 complainants' concerns that the advertisement objectifies and is derogatory towards women because it reduces women to their body parts.

The Board viewed the advertisement and noted the advertiser's response

The Board considered whether the advertisement was in breach of section 2.1 of the Code. Section 2.1 of the Code states: "Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief".

The Board noted that the advertisement features text only. The Board noted the complainant's concerns that the wording of this text reduces women to their body parts. The Board noted the advertiser's response that the descriptions used in the advertisement are commonly used in wine terminology and that the reference to "turning up at your door" referred to their delivery service.

The Board considered that there are no specific references made to women in this advertisement, and considered that most members of the community would interpret the wording of the advertisement to relate to the product and service being advertised and that any double entendre is mild and inoffensive.

The Board determined that the advertisement did not depict any material that discriminated against or vilified women. The Board determined that the advertisement 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.