



Case Report

1	Case Number	0291/12
2	Advertiser	The Stag Hotel
3	Product	Food and Beverages
4	Type of Advertisement / media	Internet
5	Date of Determination	25/07/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.2 - Objectification Exploitative and degrading - women

DESCRIPTION OF THE ADVERTISEMENT

The ad promotes our Thursday night Ribs night, our customer base is 20-30year olds. There is an attractive lady holding the aplate of ribs with the text 'Great Rack'

THE COMPLAINT

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

The 'Great Rack' advertisement uses the image of a woman in her underwear to sell the food alongside the ad's sexually suggestive title. These advertisements sexually exploit and degrade women in order to sell the hotel's food which I find offensive.

THE ADVERTISER'S RESPONSE

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

It is aimed at young guys of which constitute some 52% of our 15,000 database and membership.

No one in the venue has ever complained about this.

One complaint from ""un named"" who visited the web site, is not what I could call an issue. The venue on a Saturday has nearly 900 people through the doors none of these customers seem to have an issue.

Does the person in question live in Adelaide, are they one of our members?

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 complainant’s concerns that the advertisement sexually exploits women.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement complied with Section 2.2 of the Code which states, “Advertising or Marketing Communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted the advertisement featured an image of a woman in a red bra top holding a plate of ribs and that the text reads, “Great Rack! Bourbon and Ribs Thursdays”.

The Board noted the confident pose of the woman and considered she was not represented in a manner which could be considered exploitative and degrading.

The Board determined that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading and did not breach Section 2.2 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.3 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board considered that the use of this image on the advertiser’s website meant it would be available to a limited audience which would be unlikely to include children.

The Board noted that the woman in the advertisement is wearing a bra style top which accentuates her bosom but covers her nipples. The Board noted the advertisement features the phrase “Great Rack” and that the woman is holding a plate containing two racks of ribs. The Board noted that the phrase ‘great rack’ can be used as a slang reference to a woman’s chest however the Board considered that in this instance the phrase is used in the context of a ribs meal deal and that most members of the community would consider this mild innuendo to be not inappropriate.

The Board determined that the advertisement was not sexualised, did not contain inappropriate sexual material, did not contain inappropriate nudity and did treat sex, sexuality

and nudity with sensitivity to the relevant audience and that it did not breach Section 2.4 of the Code.

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