



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0038/13</b>
<b>2</b>	<b>Advertiser</b>	<b>Man with a Van</b>
<b>3</b>	<b>Product</b>	<b>Professional Service</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>13/02/2013</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.1 - Discrimination or Vilification Physical Characteristics

### DESCRIPTION OF THE ADVERTISEMENT

A woman looks disappointed as two removals men show up late, eating food and looking unprofessional whilst a voiceover says she should have used Man With a Van. We then see what would have happened if she had used Man With a Van: two professional removal men show up with a van rather than a car.

### THE COMPLAINT

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

*Double standards - imagine an ad with men showing disgust at an overweight female. The disgust shown by the woman at the overweight men is offensive to all overweight men, particularly due to the fact that she then proceeds to hire young attractive men to do the job instead. Essentially this is objectifying men and if the roles were reversed feminists would be furious, so why is it acceptable to treat men this way?*

### THE ADVERTISER'S RESPONSE

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

*The "overweight unattractive" moving men shown arrive late for the job and appear unfit to do the physical work required of them, also the equipment they have is comically unfit for the job. Their obvious inability to carry out the work required effectively is the reason for the customer's disappointed reaction rather than their physical appearance.*

## **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 is offensive to men in its depiction of a woman's negative reaction to overweight men.

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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted that the advertisement features a woman unhappy with the unprofessional services provided by some removalists and then her happiness with the service provided by Man with a Van.

The Board noted that the original removalists who feature in the advertisement are depicted as late, scruffy and lacking the correct equipment to move the woman's belongings whereas the removalists from Man with a Van are depicted as punctual, smart and possessing the relevant equipment.

The Board noted that when one of the unprofessional removalists bends down the woman looks horrified at the low level of one man's pants which exposes the top of his bottom. The Board noted the complainant's concerns that the woman's disgust is directed at the men because they are overweight and considered that the most likely interpretation is that the woman is not impressed with the unprofessional appearance and abilities of the removalists and that their body weight is incidental. The Board noted that the removalists from Man with a Van are younger, slimmer and more attractive than the unprofessional removalists and considered that this depiction does not amount to a depiction which discriminates against men who are older, larger or not attractive.

Based on the above the Board determined that, in this instance, that the advertisement did not depict any material that discriminated against or vilified any person or section of society. 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.

