



CASE REPORT

1. Complaint reference number	282/05
2. Advertiser	Motorola Australia (AFL)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The opening scene in this television advertisement is set in the stands at a football game. A good looking woman carrying a tray of drinks makes her way along a packed row of seats. The main character in the advertisement takes a good look at her as she squeezes passed and sits down right next to him. As the crowd begins cheering the main character writes on a large piece of cardboard the following words: “*Johno R U at the game?*” The advertisement then cuts to the other side of the football ground. As Johno sees his friend’s sign he scribbles a reply and holds it over his head. His reply reads: “*Yeah, Y?*”. The advertisement then cuts back to show the main character who looks at the girl sitting beside him and hurriedly scribbles another sign, holding it up proudly. The sign reads: “*Check out the babe next to me*”. The advertisement then cuts back to Johno who gives his mate two thumbs up. The “babe” doesn’t realise what the main character has written at first. However, when she does, she punches the main character in the groin. The following super appears on the screen like a text message next to the logo: “*It’s easier with Motorola*”.

THE COMPLAINT

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

“I find this ad tasteless and offensive because:

- 1. It suggests that it’s okay to use Motorola phones to sexually harass women.*
- 2. It suggests that it’s okay for a woman who has been sexually harassed to physically assault their harasser in response.*

As such, my complaint is on the grounds of both violence and sex discrimination.”

THE ADVERTISER’S RESPONSE

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

“1) The advertisement demonstrates ways in which men may communicate their desire amongst their peers. The advertisement does not advocate for men to sexually harass women. The advertisement implies there will be an adverse response if men use simple cardboard signs to communicate desire.”

“2) The tone of the advertisement does not condone a violent response, rather the advertisement disparages the main protagonist and suggests there are more socially responsible ways to communicate desire – use text on a mobile phone.”

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive. The Board found that the advertisement did not contravene the provisions of the Code relating to the portrayal of violence nor did it contravene the provisions of the Code relating to the portrayal of people (sex).

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