



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0015/12</b>
<b>2</b>	<b>Advertiser</b>	<b>Boyson Meat &amp; Poultry</b>
<b>3</b>	<b>Product</b>	<b>Food and Beverages</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Print</b>
<b>5</b>	<b>Date of Determination</b>	<b>08/02/2012</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

- 2.6 - Health and Safety within prevailing Community Standards
- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.2 - Objectification Exploitative and degrading - women

### DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a man wearing a black surgeon's style cap and a pin striped butchers apron and holding a platter of meat with a selection of meat and a bottle of champagne. He is not wearing a top under the apron.

The advertisement has the caption "Come flirt with our meat"

### THE COMPLAINT

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

*Firstly, I think it demeans men by portraying them as 'pieces of meat'*

*Secondly, the tray of meat has the obvious inclusion of a few sausages which has the obvious connotation of a penis.*

*Thirdly and more obscurely is the obvious health and safety implication of him being naked and serving food in his shop.*

## **THE ADVERTISER'S RESPONSE**

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

*The complainant is making the assumption that the model is naked. However the complainant also states that he is wearing articles of clothing which determines that he cannot therefore be naked.*

*The intention of the advertisement is not to demean men however it is meant to be playful with the consumer.*

*Where the complainant writes "Firstly, I think it demeans men" offers her personal opinion based on her own reference points and misses the point humour and light heartedness in the ad.*

*With respect to the sausages, these are items found in any and every butcher's shop and supermarket throughout this country and indeed the world. There have always been comparisons between sausages and penises as long as sausages have been available. It is up to the observer to construct their own interpretation of this product and what that means to them.*

*"Thirdly and more obscurely is the obvious health and safety implication of him being naked and serving food in his shop". In answer to this point, the person photographed in the advertisement is a model and does not now or ever has worked for Boyson's Meat & Poultry, and furthermore the photograph was taken in a photographic studio by a professional photographer. There is no "obvious" health and safety issue.*

## **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 concern that the advertisement is demeaning to men, alludes to a man's penis and depicts a health and safety issue as the man is naked and handling meat.

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

The Board first considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code requires that: "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 that this advertisement was placed in a local newspaper and that the text of the advertisement reads, "Come flirt with our meat".

The Board noted that the man in the advertisement is holding a tray of meat and considered that one interpretation of the advertisement is that the man is representative of meat. In the Board's view this interpretation could be considered exploitative but not degrading as the man looks empowered and is presented as a butcher and not just an object to be admired or flirted with.

The Board noted that the man's pose is not provocative and that most of his naked torso is covered by an apron. The Board considered that the image did not contain inappropriate nudity and did not employ sexual appeal in a manner which is degrading of any individual or group of people".

The Board determined that it did not breach section 2.2 of the Code.

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

The Board noted the complainant's concern that the inclusion of the sausages "has the obvious connotation of a penis" and considered that whilst this interpretation is not unlikely in the Board's view the sausages are being presented as part of the product range of the Butcher's and not as resembling a man's penis. The Board noted that it was reasonable for a Butcher shop to feature meat in its advertising and considered that the advertisement does not feature a sexualised image.

The Board noted that the man is apparently naked under his apron and that one of his nipples is clearly visible. The Board noted the practice note for Section 2.4 which states, "Full frontal nudity...is not permitted....Images of nipples may be acceptable in advertisements for plastic surgery or art exhibits for example." The Board noted that it had previously upheld cases where a female's nipple was visible however the Board considered that most members of the community would find a man's chest to be more socially acceptable and not inappropriate for a print advertisement of this nature. The Board noted that it had previously dismissed a similar image featuring a man's naked torso (ref 0385/10) and considered that in this instance the advertisement is not sexualised and that it does treat sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states that: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted the complainant's concerns about a naked man serving food. The Board noted the advertiser's response that the man used in the advertisement is a model and considered that most reasonable members of the community would recognise that butchers do not dress like this to work in their shop and that the image is meant to capture the interest of the consumer and that it does not condone or encourage nudity whilst handling food.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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