



Case Report

1	Case Number	0040/12
2	Advertiser	Super Retail Group
3	Product	Leisure & Sport
4	Type of Advertisement / media	TV
5	Date of Determination	22/02/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Domestic violence

DESCRIPTION OF THE ADVERTISEMENT

Scenes of a family camping scene at a bush campsite. Dad is 'showing off' the new air bed. Mum asks "Where's the awesome foot pump". We then see Mum hit Dad with what looks like a hairbrush.

THE COMPLAINT

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

The woman yells at the man and then hits him with her hair brush. If the roles were reversed and the man was to hit the woman the ad would receive a number of objections for perceived domestic violence.

Equal rights should go both ways. Violence or abuse of any kind or level is not tolerated towards women and therefore should not be tolerated towards men and should not be on mainstream television.

When she realises his mistake she says "Not happy Fred" - all very amusing so far. Then she strikes him with an object.

As a person who works in Child Protection I strongly object to the portrayal of the use of violence to solve a problem. What if the roles were reversed and he hit her? What kind of message is this sending to children and young persons who could well be watching (i.e. do not recall this being in exclusively adult time).

I say this advertisement could be construed as condoning assault (if not assault and battery) as an appropriate means of expressing one's frustration or annoyance with another person. In my previous life as a student counsellor I have seen what objects of roughly the same size and shape can inflict on the arm and shoulder of a little girl - please do not dismiss me as a prig!

THE ADVERTISER'S RESPONSE

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

The intention of the advertisement referred is merely to portray - in a light hearted manner - the general good natured banter that arises between a long-term couple who have not adequately planned or equipped themselves to enjoy their camping trip. The storyline is a tongue-in-cheek take on the uniquely 'male' approach to shopping.

The essence of the advertisement typifies the enduring, good natured 'mars and venus' conundrum, which suggests women are better shoppers and planners. The husband has seemingly purchased an inferior product from a 'bargain' retailer, rather than seeking professional advice from a specialist camping store. This scenario reflects the broadly accepted stereotype of the male who dislikes shopping, taking 'shortcuts' by selecting the quick and discounted option, rather than taking the time to seek expert advice and quality products.

The advertisement is designed to be comical in nature, exaggerating stereotypes and the commonly accepted differences between genders. The advertisement simply aims to demonstrate that by seeking informed, specialist advice and the right products, camping in the great outdoors will be a more enjoyable experience for all concerned.

Underpinning the advertisement is the play on the popular vernacular 'happy camper' which is the tagline for Ray's Outdoors.

The complainants suggest the advertisement condones or encourages domestic violence. Ray's Outdoors disagrees with this inference and suggests that at no point has domestic abuse or physical violence been demonstrated either directly or indirectly in the storyline. While the wife taps the husband with her hairbrush in a jovial manner when she learns he didn't buy the "awesome new foot pump", in no way is this action portrayed with malice or violent intent.

Encouraging families, couples and friends to enjoy positive leisure experiences shapes the essence of the Ray's Outdoors brand and we are mindful that our public profile must always reflect these values. We invest a great deal of energy and consideration to ensure our advertising creative always represents positive Australian values and encourages shared enjoyable experiences in the great outdoors. Ray's Outdoors does not condone violence or physical abuse in any form.

Ray's Outdoors regrets any offence taken by the complainants to this advertisement, however suggests that the advertisement is in line within the AANA code of ethics and with community standards and that a reasonable person would not have grounds for complaint on the suggestion of domestic or spousal abuse.

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 depicts and condones domestic violence.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 of the Code states: “Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised”.

The Board noted the advertisement is set in a tent and features a man showing his wife the blow up bed he has bought and then the wife hitting him on his back with her hairbrush when he admits he didn’t get a foot pump to blow the bed up.

The Board noted the complainants’ concerns that the depiction of the woman using her hairbrush to hit her husband on the back is a depiction which amounts to domestic violence and is therefore not appropriate. The Board considered that most members of the community would consider this depiction to be a realistic situation whereby one spouse forgets something and the other gets annoyed and that when the woman hits her husband it is lighthearted, the man is obviously not hurt by the action, and it would be likely to be considered a humorous depiction of interaction between a happy couple while camping.

The Board considered that if the genders were reversed and it was the man tapping the woman, the Board’s decision would remain the same: that this advertisement does not depict or condone domestic violence but rather it depicts a realistic situation in a lighthearted manner and that the tap is more playful frustration than aggressive violence.

The Board considered that the advertisement does not present or portray violence and determined that the advertisement did not breach Section 2.3 of the Code.

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