



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0506/11
2	Advertiser	Brass Monkey Hotel
3	Product	Entertainment
4	Type of Advertisement / media	Poster
5	Date of Determination	18/01/2012
6	DETERMINATION	Dismissed

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

A billboard with an image of a male wearing a khaki army hat, a singlet and sunglasses with a cigar in his mouth and a blonde female wearing an army hat and a short khaki top. There are fireworks in the background.

The slogan on the billboard says: "G.I Joe Army Hoes NYE Party Entertainment by the Attic, Featuring Local DJ's".

THE COMPLAINT

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

My concern is this is a liquor licensed venue advertising entertainment and alcohol including images of scantily clad women who are being referred to as 'hoes'. The concern is the mix of alcohol and sexual assault at such parties. It is also sexist and demeaning to women. The advert was displayed outside of the hotel so that under 18s (such as my child) can view it and therefore need to explain what 'hoes' are and why women are being encouraged to dress as them and attend a party.

THE ADVERTISER'S RESPONSE

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

The advertisement is for a New Years Eve party at our hotel which can only be attended by adults; therefore the advertisement does not intend to target minors under the age of 18 years. The words 'G.I Joe Army Hoes' has been previously used by other entertainment venues which portray an image which is significantly more provocative in comparison to the advertisement used at our venue (see attachment 2).

We believe that the advertisement does not objectify or discriminate against women or a certain section of the community as it also portrays both a male and female wearing similar army outfits. Furthermore, it does not include any sex, nudity, or partial nudity in the sense that the male and female in the Advertisement are fully clothed and are not doing any acts which would amount to being sexually provocative.

However, as an operator of a vast amount of hotels around Australia, we take all feedback very seriously and have since removed the billboard from public view to avoid further complaints.

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 demeaning to women and features a highly sexualized image that is inappropriate for young children to see.

The Board reviewed 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 was seen in the window of the Brass Monkey Hotel and features a man and a woman wearing military themed clothing with the woman wearing a green cropped top. The Board noted the advertisement includes the text 'GI Joes Army Hoes NYE Party'.

The Board noted that the text refers to female prostitutes or women who have sex with multiple partners and that the advertisement is for a party with such a fancy dress theme.

The Board considered that, apart from the theme of the party itself, the woman in the advertisement is not presented in a manner which is likely to be considered degrading. The Board noted that section 2.2 of the Code requires that advertisements not be 'exploitative

AND degrading’ and that although the image depicts the woman in a sexualised and exploitative manner, it is not 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 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 that the wording on the advertisement reads, “GI Joe Army Hoes...” and considered that the word “Hoes” is linked to the word “whore”.. The Board considered that most members of the community who would recognise the term “Hoes” would also recognise that it is being used in a playful context to encourage women to dress up in military clothing for a New Year’s Eve party.

The Board noted that the posters are visible to a broad audience that includes children and that the term ‘hoe’ while offensive to some members of the community was a relatively sensitive manner of advertising the event.

Based on the above the Board considered that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and 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: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the complainant’s concerns that the advertisement is linking the sale of alcohol with a reference to woman as ‘Hoes’ and that this could lead to sexual assault. The Board noted that the advertisement does not mention alcohol or encourage or condone sexual assault on men or on women. The Board considered that this interpretation was unlikely to be shared by the broader community and that the advertisement did not depict or encourage behaviour that would contravene prevailing community standards on safety.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and 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.

