



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Ad Standards Limited  
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## Case Report

<b>1. Case Number :</b>	<b>0012-21</b>
<b>2. Advertiser :</b>	<b>Install A Veranda</b>
<b>3. Product :</b>	<b>House Goods Services</b>
<b>4. Type of Advertisement/Media :</b>	<b>Transport</b>
<b>5. Date of Determination</b>	<b>10-Feb-2021</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

### DESCRIPTION OF ADVERTISEMENT

This transport advertisement features a cartoon image of a wedding and the text "Marry off your daughters" and a cartoon image of a BBQ scene and the text "Burn some meat!". Victorian vehicle registration 1QC4JS.

### THE COMPLAINT

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

*Promoting a product to "marry off your daughters" objectifies women and takes us back to an era where women were considered a burden or a bargaining tool. While this slogan is likely an unsuccessful attempt to be funny, it is outdated, offensive and normalises misogyny. Being on a vehicle, it is a moving billboard that can be viewed by young and impressionable people and allows tired and belittling phrases to become ingrained in their subconscious, either to be repeated and/or to influence their attitudes towards women or themselves.*

### THE ADVERTISER'S RESPONSE



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

*The tag line "Marry off Your Daughters" one of a number of campaign tag lines (101) called 101 things to do under your veranda was used along with another tagline "Burn some Meat" on Van signage. The campaign idea was created by an agency that is now no longer around and the founder has passed away approximately 10 years ago and that creative has been around for 10 years on 7 vans approx. over those 10 years. This is our first complaint in that time.*

*The idea from memory back when it was created was to strike a humorous cartoon like character "Aussie" larrikin absurd tone to make people laugh at the ridiculous things people buy veranda's for. As you will see on the list of things people actually tell us is the reason for the veranda and from memory the agency got our team to tell them what our past customers told us when they were buying and it sprung out of that.*

*Having said that we have in fact built many a veranda for weddings, engagements, funerals, 21st's, bar mitzvah's, christenings and the list goes on. We have probably installed 7,000 plus verandas in wider Melbourne in the 10 years since this image has been on the vans.*

## **THE DETERMINATION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement is objectifying of women by suggesting that they are a commodity owned by their fathers which is out-dated and misogynistic.

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

**Section 2.1: Advertising or Marketing Communication shall not portray people 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 Panel noted the AANA Practice Note which provides guidance on the meaning of:  
Discrimination - unfair or less favourable treatment  
Vilification - humiliates, intimidates, incites hatred, contempt or ridicule  
Gender - male, female or trans-gender characteristics.

**Does the advertisement portray material in a way which discriminates against or vilifies a person on account of gender?**



The minority of the Panel considered that the advertisement did suggest that women were property and treats women as a commodity. The minority considered that the advertisement is overly patriarchal, due to the conjunction of 'marry off your daughters' with the stereotypically male action of burning meat at a bbq.

The minority noted that men have historically been in a position of power over women and particularly their daughters and considered that this advertisement reinforces and supports outdated belief systems.

The minority noted that the advertiser is a small operator and may not be contributing to such systemic themes in a major way, but considered that small actions collectively affect society and the time has come for this kind of advertisement to no longer appear.

The majority of the Panel considered that most members of the community would not share the minority's relatively sophisticated interpretation of the advertisement.

The majority noted that the concept of a father giving away his daughter at a wedding would not be considered by most members of the community to be a belief of a father owning his daughter and giving away property, and the majority considered that this advertisement has the same theme/concept.

The majority noted that the advertisement makes no reference to men, and does not suggest that it is a man who is marrying off his daughter. The majority considered that while parents feel a sense of responsibility and obligation towards their children, and may consider 'marrying them off' to be a release of some of the responsibility, this does not equal a suggestion that parents own their children or consider them property.

The majority considered that while the advertisement may be old fashioned, it does not meet the definition of discriminatory or vilifying in the Practice Note.

### **Section 2.1 conclusion**

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of gender, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

### **Conclusion**

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaint.