



Case Report

1	Case Number	0023/15
2	Advertiser	Novus Auto Glass
3	Product	Automotive
4	Type of Advertisement / media	Radio
5	Date of Determination	11/02/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

A male voice says: If you're in Margaret River, Show us your crack. If you're in August Manjimup or Pemperton, show us your crack. Bunbury, Busselton, Collie & Bridgetown, show us your crack too. A female voice then replies with no matter where you are in the South West, Novus (windscreen repair experts) want to see and fix your crack.

THE COMPLAINT

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

The advert continually states "If you're in xxxx, show us your crack; if you're in yyyy or zzzz, show us your crack, etc"

Being a woman and mother of 2x teenage daughters I find this insinuation highly degrading towards women and very offensive. Unacceptable.

THE ADVERTISER'S RESPONSE

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

Our comments regarding issues raised

o 2.1 Discrimination or vilification gender – Our advertisement does not refer to any gender at all. We have both male & female speakers on the advertisement

o 2.4 – Sex/sexuality/nudity – I am unable to comment as I don't see a sexual reference within the ad

o 2.5 – Language inappropriate language – If this refers to the word “crack” we are referring to glass – this is our profession, we specify within the ad “Windscreen repair experts” SHOW US YOUR CRACK is a marketing quote our company uses nationally.

The advertisement makes no mention of men or women what so ever. The advert is a part of a costly advertising campaign we have run. We have been advertising since July 2014 with nothing but praise for the “catchy” ads. We constantly have customers phoning & walking in the office stating “I’ve come to show you my crack”. This shows that the marketing key to this ad is effective. I have also requested opinions of the public regarding our radio advertising via social media – The response was very positive, with comments such as “I love the Novus ads” & “that ad has made me book in my windscreen after it being cracked for 6 months”. I’m sure this complainant's teenage daughters are in fact on Facebook also which means they would be seeing a hell of a lot more sexuality discriminative advertising than our ad.

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 contains language that is degrading to women and offensive.

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

The Board then considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted the advertisement features a male and female voiceover referring to the various locations of the glass repair business. Examples include “if you’re in Margaret River, show us your crack.” The female voiceover also refers to services provides such as chips, cracks or smashed glass.

The Board noted that the advertisement is for a glass repair/replacement service and that the mobile service will fix cracks in car windcreens etc.

The Board noted that the use of the word “crack” is a slang word in Australia meaning inter-gluteal cleavage and that the use of the term crack in this advertisement is a humorous double entendre referring to the crack in a windscreen and ones bottom crack.

The Board noted that ‘crack’ is very mild and not inappropriate for a broad audience which

would include children and in any case is clearly worded as being a reference to a windscreen crack.

The Board considered that overall the advertisement does not portray or encourage the use of language which is strong, obscene or inappropriate in the circumstances and that it did not breach section 2.5 of the Code.

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