



Ad Standards Community Panel  
PO Box 5110, Braddon ACT 2612  
P (02) 6173 1500 | F (02) 6262 9833

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Advertising Standards Bureau Limited  
ACN 084 452 666

## Case Report

1	Case Number	0048/18
2	Advertiser	Bosch
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/02/2018
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.1 - Discrimination or Vilification Gender

### DESCRIPTION OF THE ADVERTISEMENT

A television Advertisement depicting a man measuring out liquid for the washing machine. His daughter then shows him how to add liquid for multiple loads.

### THE COMPLAINT

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

*Yet again a male is being shown as inadequate to work out a simple task. Male shown to be stupid and inferior to younger female. The young female is portrayed as being cool by being disrespectful to her father.*

*If the gender of the actors were reversed ( son being disrespectful to mother) female viewers would be spitting blood. So why is it acceptable to show the adult male in this way?*

*My husband, son, brother and late father were not stupid. Don't portray them this way.*

### THE ADVERTISER'S RESPONSE



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

*We refer to your letter of 29 January 2018 regarding a complaint received from a member of the public concerning BSH Home Appliances Pty Ltd's Bosch iDos washing machine television advertisement. Thank you for the opportunity to comment on the issues raised in the complaint.*

*We have reviewed the complaint and considered it taking into account Section 2 of the Advertiser Code of Ethics.*

*We respect the complainant's interpretation of the advertisement and provide the following comments in response to the points raised in the complaint:*

*1. Male tries to measure how much liquid to use in the washing machine. The male is measuring liquid detergent as would be required in a traditional washing machine i.e. one that does not feature the Bosch iDos functionality that allows the user to simply fill the washing machine's detergent reservoir and allow the washing machine to determine the amount of detergent required per wash.*

*2. Young teen daughter shows him how to add liquid to machine. The male is shown how to use the Bosch iDos functionality on the washing machine by the female. The male may not have used the washing machine yet and be familiar with its use and as such is measuring liquid detergent as would be required in a traditional washing machine that does not feature the Bosch iDos functionality.*

*3. REASON FOR CONCERN: Yet again a male is being shown as inadequate to work out a simple task. The advertisement is not intended to portray the male as being inadequate to work out a simple task and we respectfully deny that it does. See comments at points 1 and 2 above.*

*4. Male shown to be stupid and inferior to younger female. The advertisement is not intended to portray the male as being stupid and inferior to the female and we respectfully deny that it does. See comments at points 1 and 2 above.*

*5. The young female is portrayed as being cool by being disrespectful to her father. The advertisement is not intended to portray the female as being disrespectful to the male and we respectfully deny that it does. See comments at points 1 and 2 above.*

*6. If the gender of the actors were reversed (son being disrespectful to mother) female viewers would be spitting blood.*



*We cannot comment on this as it is an opinion offered by the complainant.*

*7. So why is it acceptable to show the adult male in this way?*

*We cannot comment on this as it is a question raised by the complainant based on their opinion.*

*8. My husband, son, brother and late father were not stupid. Don't portray them this way.*

*The advertisement is not intended to portray any particular person or gender as being stupid and we respectfully deny that it does.*

*We also provide the following comments relating to Section 2 of the Code adopting the numbering in the Code.*

*2.1 - Discrimination or vilification*

*The advertisement is not intended to discriminate or vilify and we respectfully deny that it does.*

*2.2 - Exploitative and degrading*

*The advertisement is not intended to be exploitative or degrading and we respectfully deny that it is.*

*2.3 – Violence*

*The advertisement contains no violent content.*

*2.4 - Sex, sexuality and nudity*

*The advertisement contains no sexual or nude content.*

*2.5 – Language*

*The advertisement contains no offensive language.*

*2.6 - Health and Safety*

*The advertisement contains no health and safety concerns.*

## **THE DETERMINATION**

The Advertising Standards Board (the “Board”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Board noted the complainant's concerns that the advertisement is demeaning towards men.



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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray 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 Board noted the Practice Note for this section of the Code provides the following definitions:

"Discrimination – unfair or less favourable treatment

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule".

The Board noted the advertisement featured a man measuring out a quantity of washing powder to do the washing. His daughter then shows him he can pour a larger amount into the machine for it to last multiple washes.

The Board considered that the advertisement is not suggesting that the father is unable to do washing because of his gender, rather the Board considered the advertisement was highlighting a generational gap between the father and daughter and suggesting that younger people understood new technology more quickly.

In any case, the Board considered the overall impression is just that the daughter was aware of the new feature and her father was not. The Board considered that there was no negative implications relating to gender or age in this advertisement.

The Board considered the advertisement did not show the father receiving unfair or less favourable treatment because of his gender, and that the advertisement does not humiliate, intimidate, incite hatred, contempt or ridicule towards the father or towards males in general.

The Board considered that this was not a depiction of material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did not breach Section 2.1 of the Code.

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

