



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

<b>1</b>	<b>Case Number</b>	<b>0050/14</b>
<b>2</b>	<b>Advertiser</b>	<b>Queensland Health</b>
<b>3</b>	<b>Product</b>	<b>Community Awareness</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>12/02/2014</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.1 - Discrimination or Vilification Gender

### DESCRIPTION OF THE ADVERTISEMENT

The TVC introduces the Sun Mum character and includes a number of different scenes with Sun Mum picking up young peoples' unsafe behaviours. It opens on a beach scene where teenage boy and girls are playing around and enjoying themselves. Some are wearing sunglasses and/or hats but none are 100% sun safe. We a voiceover say "No is better at nagging you about sun safety that your mum, but clearly that's not working. So we've replaced her, with this one". Out of nowhere, we hear a gruff male voice shout out "Where's your hat? Go get it" to one of the boys and we see Sun Mum sitting in a beach chair under an umbrella.

The next scene shows Sun Mum doing aerobics in her living room as a young girl in a sundress starts to head out the door. Sun Mum looks up from her exercise and shouts "Sleeves Stephanie". Stephanie turns around and heads back to her bedroom. The next scene shows Sun Mum rubbing sunscreen into the face of another young man, and affectionately taps him on the nose. The voiceover says "Now when it comes to sun safety...". We now see a boy clearly hair out of a drain and retching, before the final scene with Sun Mum stuffing a chicken and shouting out "Cloudy days still mean UV rays Claire". The voiceover finishes with "...she'll be doing the nagging". The final shot is a super that says "Don't mess with Sun Mum" followed by the government authorisation statements.

### THE COMPLAINT

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

*It just adds to the material that the lowest denominator has to use to ridicule trans women.*

## **THE ADVERTISER'S RESPONSE**

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

*The Sun Mum campaign is targeted at young Queenslanders aged 15-24 who have traditionally some of the worst sun safety behaviours. The campaign focusses on the fact that young people have grown up with sun safety message ("slip, slip slap" and "no hat no play") but are no longer listening to authority figures like their teachers, parents and government.*

*The 30 second TVC introduces a new authority figure, Sun Mum, who will be a constant reminder to use sunscreen, wear sunglasses, wear appropriate hats, seek shade and sun safe clothing.*

*The idea of the campaign is to present an unlikely character who can communicate sun safety messages in a caring, informative way that are also hard to ignore. Sun Mum is a gruff, burly man dressed as a housewife, and it is this juxtaposition that creates a balance between humour and serious message.*

*The idea was developed alongside other more traditional concepts and tested with members of the target audience. The other concepts were seen as "wallpaper" and there was feedback that nobody would pay any attention to the ads because they'd heard it all before. Sun Mum, on the other hand, had potential to become a cult figure and engage young people through their own channels (Facebook) and tone.*

*The media strategy has been highly targeted and comprises Facebook advertising, digital display and sponsorship of TV programming such as Family Guy to ensure the humour and tone is suitable.*

*The styling and casting of Sun Mum was deliberate in ensuring that this character was not to be interpreted as transgender. Sun Mum retains her manly features such as beard, hairy chest and legs, and voice – it's only the clothing that makes her look like a mum. This approach has been used in several other advertising campaigns such as Combos (<http://www.youtube.com/watch?v=UydAw8MwefE>), 5 Seeds Cider (<http://www.youtube.com/watch?v=JnGW64uvVrE>) and Nimble (<http://www.youtube.com/watch?v=PIJ12FM6sW0>).*

*The response to the campaign within the target audience has been extremely positive with the Facebook account currently having over 21,000 likes and the over 215,000 YouTube views. More importantly, engagement with the campaign has been high and we have received reach of over 250,000 through Facebook. Commentary has included quotes such as "This is the best ad the government has ever done", "Sun Mum is rad" and "OMG I love Sun Mum".*

*We do not believe that the character of Sun Mum discriminates against the transgender*

*community, or deliberately vilifies or degrades anyone. It is simply a fictional, larger-than-life character created to appeal to young people's humour. It is our view that the advertisement complies with all aspects of the codes.*

## **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 ridicules transwomen in its depiction of the 'sun mum': a bearded man dressed as a woman.

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 advertisement depicts a bearded man in a dress who is referred to as the 'sun mum' and whose job it now is to remind young people of sun smart behaviour.

The Board noted it had previously dismissed an advertisement featuring a man dressed as a woman in case 0294/10 where:

"The Board accepted that the depiction of the woman could be interpreted as being a transgender person. However the Board considered that the more likely take out from the advertisement is that the person inviting the milkman in is, regardless of sex or gender, not physically attractive. The Board considered that the overall impression of the advertisement was not targeting or depicting any identifiable section of the community and considered that the advertisement did not discriminate against or vilify any person or section of the community on account of sex."

In this instance the Board noted that the 'sun mum' is presented in a manner which clearly indicates this is a man dressed as a woman and considered that the advertisement was not trying to present the 'sun mum' as a transgender person. The Board noted the important sun safety message of the advertisement and considered that most members of the community would agree that the use of the 'sun mum' is in the context of a comedic slant to deliver the safety message and is not meant to be discriminatory or vilifying of the transgender community.

Based on the above the Board determined that the advertisement did not depict any material that discriminated against or vilified any person or section of society and that 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 complaints.