



Case Report

1	Case Number	0051/16
2	Advertiser	Trelly's Tackle World
3	Product	Sport and Leisure
4	Type of Advertisement / media	Print
5	Date of Determination	09/03/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.4 - Sex/sexuality/nudity S/S/N - nudity

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features three images at the top of the page: a meat pie with an Australian flag in its centre, a plate of bacon and eggs and an image of a baby being breastfed. Underneath these images is the text, "All great Australian things" and underneath this text are images of fishing products available to purchase at Trellys.

THE COMPLAINT

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

The picture and caption of a woman's breast, in a manner unrelated to the product, is both demeaning and offensive. Woman's breast feeding is not designed for the pleasure of fishermen nor for titillation.

The advert use a photo of a breastfeeding mother with a fully exposed breast in conjunction with meat pies and bacon and eggs as descriptive of "all great Australian things." The advert is distasteful not because it shows a bare breast with a baby attached but because it puts women in the same category as food. They could have used plenty of other Australian iconic images so the use of the bare breast is gratuitous and designed to attract men to read the ad.

THE ADVERTISER'S RESPONSE

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

The ad is based on the Australian Culture and the fact that we enjoy every bit of it including Meat Pies, Bacon and Eggs, Public Breast Feeding and Fishing (A Family activity being promoted by the Victorian Government at the moment to get a Million People Fishing by 2020).

The fact that someone can complain about this is quite frankly insulting. I have had nothing but praise for sticking up for all these values and especially public breast feeding from the public of which is by far from the female sector.

It was actually pointed out to me by a phone call to my shop in very positive terms by a lady that she thought it was a great ad based on food groups and that babies can't eat solids and should not eat processed foods.

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 depicts an image of a woman breastfeeding a baby which is demeaning and offensive in the context of a fishing retailer’s advertisement due to the lack of relevance to the product and the level of nudity.

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

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code 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 that this print advertisement features three images described as “All great Australian things”: a meat pie, bacon and eggs, and a baby being breastfed.

The Board acknowledged that some members of the community would be uncomfortable with public breastfeeding and the use of an image of a woman breastfeeding in an advertisement but considered that advertisers are free to use whomever they wish in their advertisements.

The Board noted that breastfeeding is not relevant to the advertiser’s product, fishing paraphernalia, but considered that the image is relevant to the tagline of the advertisement which is “All great Australian things”. The Board noted that the advertiser had chosen to use this tagline, and had chosen which products/activities to depict as examples but considered that the focus of the breastfeeding in the advertisement is in the context of the activity itself, providing food to a baby, and not on the woman’s breast and is a positive image in the context of breastfeeding.

The Board considered that the image of a woman breastfeeding is not exploitative and that whilst the woman's head is not visible in the image in the Board's view this is acceptable given the focus on the activity of breastfeeding rather than on the woman herself. The Board considered that the manner in which the woman is presented is not degrading.

The Board considered that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading to any individual or group of people.

The Board determined that the advertisement did not breach Section 2.2 of the Code.

The Board then 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 it had previously dismissed a complaint about an advertisement depicting a mother breastfeeding in case 0237/14 where:

"The Board noted that there is a genuine community support of breastfeeding and acknowledges the importance of encouraging women to breastfeed if they are able. The Board considered that the image of the woman feeding is very brief and is a depiction that does not expose the woman's nipple or any nudity and is a modest and realistic depiction of how women feed their babies.

The Board noted that the advertisement had been given a W rating by CAD and was aired in appropriate timeslots for the rating.

The Board determined that the advertisement did not include imagery that was of a sexual nature and did treat the issue of nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code."

In the current advertisement the Board noted that the image depicts a close-up view of a baby latched on to its mother's breast. The Board noted that the advertisement appeared in a news insert called Country News and considered that whilst the audience could be broad in the Board's view this is not a publication directed at children.

The Board noted that some members of the community may be uncomfortable with an image of a baby being breastfed but considered that the level of nudity in this advertisement is not inappropriate and the image is not sexualised.

The Board noted that the image of the baby being breastfed is printed alongside images of a pie and bacon and eggs and considered that whilst a baby being breastfed might not be an obvious choice to use alongside images of food the Board acknowledged that breast milk is a food, albeit for a limited section of the community.

The Board noted the text reads, "All great Australian things" and considered that breastfeeding is being depicted in a positive manner consistent with Public Health messages about the health benefits of breastfeeding infants.

The Board considered that overall the images are not sexually explicit or suggestive, graphic or inappropriate.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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