



Case Report

1	Case Number	0065/12
2	Advertiser	Brierley Hose and Handling
3	Product	Retail
4	Type of Advertisement / media	TV
5	Date of Determination	14/03/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Objectification Exploitative and degrading - women

DESCRIPTION OF THE ADVERTISEMENT

The commercial shows a young female in shorts in a workshop, picking up a particular hose, walking to difficult locations within the workshop and performing different tasks with this hose pipe.

THE COMPLAINT

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

The female in this commercial is dressed extremely inappropriately. The film is deliberately focused on her bare legs for long periods of time without having any major focus on the product they are attempting to promote. I find this ad extremely offensive because it is completely degrading to females. If the ad didn't try and focus on this one feature within the ad it would not have been as offensive. But because their primary focus was exploiting her looks and body to in order to sell their product it is extremely offensive.

THE ADVERTISER'S RESPONSE

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

No response received from advertiser.

THE DETERMINATION

The Advertising Standard Board ('the Board') considered whether the advertisement complied with the AANA Code of Ethics ('the Code').

The Board noted the complainant's concerns that this advertisement is degrading to women as it focuses on a woman's body rather than the advertised product.

The Board viewed the advertisement and noted the absence of a response from the advertiser.

The Board first considered whether the advertisement complied with Section 2.2 of the Code. Section 2.2 of the Code requires that: "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 the advertisement features a woman wearing shorts and a top demonstrating the services they provide for hoses.

A minority of the Board considered that the combination of the woman's shorts and the close up scenes of her carrying the hose meant that attention was drawn to her legs and bottom and that it was not relevant to the product advertised for her to be dressed in such a manner. The majority of the Board however considered that the woman is undertaking work related tasks and that she is not presented in a sexualised manner. The Board determined that the advertisement did not objectify women in a manner which would amount to discrimination.

The Board considered that the advertisement was not sexualised, did not contain inappropriate nudity and did not employ sexual appeal in a manner which is degrading of any individual or group of people.

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

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