



Case Report

1	Case Number	0068/15
2	Advertiser	Pharmacare Laboratories
3	Product	Toiletries
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	25/02/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Objectification Exploitative and degrading - women

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a female presenter next to a car saying, "Boys when you've got a beautiful body you want to keep the paintwork looking perfect". She then goes on to say that the same goes for tattoos and that Brut tattoo guard can protect the colours from fading in your tattoos. The woman removes her jacket and we see close ups of some of her tattoos. She is then joined by a man whose back is covered in tattoos.

The final screen shows the product and the text, "SPF50...Protect your ink".

THE COMPLAINT

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

It very clearly makes the objectification of the women in the advert a main tool used to sell the product. It makes the female in the advertisement an object for sex. The opening line "boys, when you've got a beautiful body, you want to keep the paint work looking good" as she then proceeds to step to her bra.

THE ADVERTISER'S RESPONSE

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

As requested, we have reviewed the complaint letter forwarded by the ASB regarding the Brut 'Tattoo' 30sec TVC (CAD Number P0PWGPHA, CAD Rating: PG) featuring professional musician and model Jessica Aitcheson and professional model Jonathan Ward, and the issues raised in the light of the AANA Code of Ethics, under section 2.

Complainants reason for concern "It very clearly makes the objectification of the women in the advert a main tool used to sell the product. It makes the female in the advertisement an object for sex. The opening line "boys, when you've got a beautiful body, you want to keep the paint work looking good" as she then proceeds to step to her bra"

PharmaCare Laboratories would like to emphasise that it takes seriously its commitment to the AANA Code of Ethics. It is also relevant to note that all our advertising is carefully reviewed in this context, from creative idea stage to final mixing.

In reference to your letter and complaint 0068/15, we do not believe that the scenario depicted in the Brut 'Tattoo' 30sec TVC is in breach of the AANA Code of Ethics. The complaint alleges an issue under section 2 of the AANA Code of Ethics.

Your letter has requested that we address all parts of Section 2 and acknowledges that at the time of writing, you had not yet had the opportunity to view the commercial that is the subject of complaint. We address each of the parts of section 2 as follows:

2.1: At no time in the commercial do we portray people 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.

2.2: At no time in the commercial do we employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

Our female talent Jessica, is portrayed as strong and confident and in control throughout the commercial.

"It very clearly makes the objectification of the women in the advert a main tool used to sell the product. It makes the female in the advertisement an object for sex"

We are in no way using sex to sell Brut Tattoo and nor do we objectify Jessica at any point in the commercial; her purpose is to be the spokesperson of the brand due to the amazing beauty, complexity and colours of her tattoo's.

In the opening line – 'Boys, when you've got a beautiful body, you want to keep the paint work looking perfect' – Jessica is clearly referencing the car in shot – a classic AC Cobra replica sports car, which is widely regarded as being one of the most beautiful cars ever designed. We are making a comparison between the importance of maintaining the colour & vibrancy of the paintwork on the body of a car, and the importance of maintaining the vibrancy and colour of tattoos on the human body. We use both female and male talent to make this point in the commercial, with Jessica (our female talent) being the main hero due to the beauty and bright colours of her tattoo's and because she is a multi-photographed

model for several tattoo publications. Furthermore, when Jessica speaks this line, she is still wearing her jacket. We were very careful not to make overt sexual suggestions and thus ensured that Jessica wore her jacket for the opening scene.

The complaint that Jessica “proceeds to step to her bra (sic)” is incorrect; she is wearing a midriff tank-top. It is not underwear and it is not a bra. Jessica removes her jacket and is wearing the midriff tank-top to clearly show her tattoos, crucial for the product advertisement. This style of midriff tank top is available from many Australian high street stores in the casual clothing section; this particular example was purchased from the women’s casual clothing section of Top Shop in Sydney.

2.3: At no time in the commercial do we present or portray violence in any form.

2.4: At no time in the commercial do we address, show or include any mention of sex, sexuality and nudity, beyond our male talents bare back, included in shot to show his extensive tattoo’s for the purpose of the commercial for Brut Tattoo.

2.5: At all times in the commercial we only use language which is appropriate in the circumstances. There is no strong or obscene language.

2.6: At no time in the commercial have we depicted material contrary to Prevailing Community Standards on health and safety.

The commercial depicts one of Australia’s leading tattoo models – Jessica Aitcheson– talking to camera, showing her tattoo’s and demonstrating the product. At no point does the commercial contravene any of the above guidelines.

The intention of this commercial is to engage and educate our target audience, using extensive tattoo artwork on both our male and female talent. The TV media buying is very tightly targeted to an adult audience and as such the spot placements are amongst programming for this intended audience, including adult targeted Pay TV channels such as A&E and National Geographic.

Accordingly, we submit that the advertisement does not breach any part of Section 2 of the AANA Code. For the reasons above, we respectfully request that the complaint be dismissed.

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 concern that the advertisement objectifies women.

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 the advertisement features a female presenter promoting the care of tattoos so that they don’t fade and lose their colour.

The Board noted that in the opening scene the woman can be seen running her hands over a car whilst commenting that, “...when you’ve got a beautiful body you want to keep the paintwork looking perfect”. The Board noted the complainant’s concerns about this scene and considered that it is clear the woman is referring to the car’s paintwork in this scene and not herself. The Board noted that the woman does go on to say that the same applies to tattoos and considered that this comparison about a car’s paintwork and the woman’s tattoos is not exploitative or degrading as the woman is making the comparison herself and there is no suggestion that the woman is the same as a car.

The Board noted the complainant’s concern regarding the woman removing her jacket to reveal her bra and considered that the focus of the advertisement is the woman’s tattoos and not her breasts. The Board noted that the woman is joined by a heavily tattooed man who is also not wearing a top and considered overall the advertisement is clearly promoting a tattoo cream and that the use of a man and woman who are both covered in tattoos is not exploitative or degrading towards men or women.

The Board determined that the advertisement 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.