



Case Report

1	Case Number	0075/13
2	Advertiser	Global Shop Direct
3	Product	Retail
4	Type of Advertisement / media	TV
5	Date of Determination	13/03/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

A man demonstrates a product called the Schticky which can be used to clean dust, food, fibres and so on from various surfaces. In one scene he asks if you have a problem with that shedding pussy and we see a cat leaving hairs all over a woman's white pants which she then removes with the Schticky

THE COMPLAINT

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

Schticky Australia is using sexual innuendos using words like "pussy", "you can shtick (as: stick it) the shticky to your husband". The whole flow of this advertisement is insinuating sexual relationships using vulgar referencing of direct and or twisted slang. The advertisement would sound very funny to older and teenage children who understand the clear sexual referencing. I am not a prude and I enjoy good humor, but I find the ad totally of poor taste which is rude, crude and vulgar. I have no problem with the product.

THE ADVERTISER'S RESPONSE

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

Global Shop Direct deny that this advertisement is vulgar or offensive. The complainant specifically references the word "pussy" yet clearly there is a cat shedding hair in the vision at this point. I am not sure what they are referring to with the other "Schtick it to your husband" reference. The TV advertisement has aired on over 7800 occasions since September last year and in that time we have had no negative feedback. Global Shop Direct makes a great deal of effort to portray ourselves in a positive light to our audience and customer base and would have no intention of airing vulgar or offensive material.

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 uses inappropriate sexual language and innuendo.

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

The Board 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 that the advertisement features a man demonstrating the many uses of the schticky product and in one scene he says, "Ladies, you always wanted to schtick it to your husband" and, "problem with that shedding pussy?"

The Board noted the complainant's concerns regarding the phrase "schtick it to your husband" and considered that this phrase is not sexual.

The Board noted the reference to the "shedding pussy" and considered that whilst the word "pussy" can have a sexual meaning in this instance it is accompanied by an image of a cat.

The Board noted that some members of the community might be uncomfortable with the sexual innuendo in the advertisement however the Board considered that the innuendo is relatively mild and does treat the issue of sex and sexuality with sensitivity to the relevant audience.

The Board noted that the advertisement had been rated 'W' by CAD and was aired in the appropriate time slot for the rating given.

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

The Board then considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: "Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided."

The Board noted the advertisement uses the word 'pussy' and that the complainant believes this to be rude, crude and vulgar. As noted above the Board considered that in this instance the word 'pussy' is accompanied by a depiction of a cat and that the use of the word in this context is not rude, crude or vulgar although some people would see it as a double entendre.

The Board considered that the advertisement did not use inappropriate, strong or obscene language and determined that the advertisement did not breach Section 2.5 of the Code.

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