



**Ad Standards** Community Panel  
PO Box 5110, Braddon ACT 2612  
P (02) 6173 1500 | F (02) 6262 9833

**AdStandards.com.au**

Ad Standards Limited  
ACN 084 452 666

## Case Report

<b>1. Case Number :</b>	<b>0088-21</b>
<b>2. Advertiser :</b>	<b>Jack of all Fades</b>
<b>3. Product :</b>	<b>Beauty Salon</b>
<b>4. Type of Advertisement/Media :</b>	<b>Mail</b>
<b>5. Date of Determination</b>	<b>28-Apr-2021</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification  
AANA Code of Ethics\2.2 Exploitative or Degrading  
AANA Code of Ethics\2.5 Language

### DESCRIPTION OF ADVERTISEMENT

The front of this flyer features an image of a hand in a glove holding a tattoo gun, with text promoting the business.

The back of the flyer features the text 'It's not just a haircut, it's an experience. A fresh fade gets you laid...' and an image of a bearded man.

### THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

*Its states*

*(back cover) A fresh Fade gets you laid . Which is sexist and inappropriate to deliver to houses which may contain children.*

*The phrase "get laid" derives directly from a reference to a whorehouse. It is highly sexist and positions women as objects that service men. I believe this contravenes two standards:*



*2.1 Advertising shall not 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 orientation, religion, disability, mental illness or political belief.*

*2.2 Advertising shall not employ sexual appeal:  
(b) in a manner which is exploitative or degrading of any individual or group of people.*

## **THE ADVERTISER'S RESPONSE**

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

*The following letter addresses the complaint made against Jack Of All Fades for a light-hearted and humorous by-line 'fresh fade gets you laid' (found in small size 12 print at the bottom of the back of an A5 flyer).*

*Firstly, I wrote this by-line and I am a female. I choose to include this comical quote (that I have read numerous times on other marketing material for barbers) because it represents the light-hearted and fun nature our shop represents. This comment does not sexually vilify, discriminate or objectify any particular group as accused.*

*Our team at Jack Of All Fades stands for equality, advocates an accepting and fun experience and promotes the strength of women in management roles within the business.*

- One of our two owners is female.*
- Our head barber and staff manager is female.*
- 50% of our barbers are female.*
- We have been frequently featured on the International Female Barber Association advocating female roles in a male dominated industry.*

*As females with children ourselves, none of our team took offense to the by-line and all commended its light-hearted and humorous nature.*

*In blatant contrast to the complaint, feedback from our clients in store and on social media (many of which are female) have highly commended our humorous commentary on posts as classy representations of consumer-based advertising that demands an aspect of entertainment within contemporary marketing strategies.*

*To be explicitly clear:*

- The comment was light-hearted and humorous.*
- The comment did not specify any gender.*
- The comment therefore does not objectify any particular gender as accused.*
- The comment did not employ overtly offensive sexual content as accused, simply lighthearted innuendo.*



- *The comment did not contain directly offensive wording or meaning as implied by the complaint. Commentary such as ‘when you come to our shop for a haircut you will look so good you are guaranteed to have sex with any female you want’ would warrant such a complaint, however, this is was not our selected wording, meaning or intention.*
- *The comment was not intended to rouse offense.*
- *The comment would not rouse offense from almost all other members of the general public.*
- *The concern of the complaint is gravely inflated.*

*Considering the above, we overtly reject this light-hearted and humorous advertising byline (found in small size 12 print at the bottom of back side of an A5 flyer) could be of considerable enough offense to a child to warrant a complain.*

*Jack Of All Fades promotes a fun and friendly environment, provides father and son packages for a shared family experience, offers free pop-tops and confectionary for all children, has a chessboard in the waiting area to encourage mothers to come down and interact with their children while waiting amongst other business strategies that reinforce our core family values. We welcome and encourage you down to the shop to see the above in action.*

*We may suggest these complaints are be better directed elsewhere, considering a neighbouring barber and tattoo shop Against The Grain Scarborough prominently displays ‘tattoos are for scumbags and sluts’ in large bold print across their barber uniforms and distributed marketing material (which we personally find distasteful). We hope our family friendly, welcoming workplace environment has not been mistaken for theirs. We do not wish to be tarnished with the same brush as our opposing business models clearly do not align.*

*Feel free to contact myself or any of our management staff for that matter, if further clarification is required. Again, we are astonished to be advised of such a complaint, and very much look forward to hearing the issue has been assessed and dismissed.*

## **THE DETERMINATION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants’ concerns that the advertisement is sexist and positions women as objects that service men.

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

**Section 2.1: Advertising or Marketing Communication shall not 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.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of:  
Discrimination - unfair or less favourable treatment  
Vilification - humiliates, intimidates, incites hatred, contempt or ridicule  
Gender - male, female or trans-gender characteristics.

**Does the advertisement portray material in a way which discriminates against or vilifies a person on account of gender?**

The Panel noted a complainant's concern that the phrase 'get laid' derives from a reference to a whorehouse. The Panel noted that the advertisement itself makes no reference to a whorehouse.

The Panel noted that the advertisement makes no reference to men or women, and considered that either gender could get a 'fade' haircut.

The Panel considered therefore that the advertisement could not be discriminatory or vilifying to either gender, as no gender is referred to in the advertisement.

Further, the Panel considered that the suggestion that a haircut may lead to sexual success is not humiliating or intimidating and does not incite hatred, contempt or ridicule.

### **Section 2.1 conclusion**

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of gender, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

**Section 2.2: Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised.  
Degrading – lowering in character or quality a person or group of people.

**Does the advertisement use sexual appeal?**

The Panel noted that while the advertisement makes reference to 'getting laid', the advertisement imagery contains no sexual appeal and the Panel considered that most



members of the community would not find the advertisement to contain sexual appeal.

### **Section 2.2 conclusion**

Finding that the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of an individual or group of people, the Panel determined that the advertisement did not breach Section 2.2 of the Code.

**Section 2.5: 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 Panel noted a complainant's concern that the phrase 'get laid' derives from a reference to a whorehouse. The Panel noted that the advertisement itself makes no reference to a whorehouse.

The Panel considered that while the language in the advertisement is sexualised, it is not explicit. The Panel considered that most members of the community would not find the phrase 'a fresh fade gets you laid' to be strong or obscene language.

### **Section 2.5 conclusion**

The Panel determined that the advertisement did not breach Section 2.5 of the Code.

### **Conclusion**

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.