



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0089/13</b>
<b>2</b>	<b>Advertiser</b>	<b>Guys Grooming</b>
<b>3</b>	<b>Product</b>	<b>Professional Service</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Poster</b>
<b>5</b>	<b>Date of Determination</b>	<b>27/03/2013</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

- 2.1 - Discrimination or Vilification Physical Characteristics
- 2.4 - Sex/sexuality/nudity S/S/N - general

### DESCRIPTION OF THE ADVERTISEMENT

The poster depicts a young man holding a fully clothed young girl in a pool. The tag line is "Ranga's Do Get Lucky. \$25 off this month for all rangas!".

### THE COMPLAINT

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

*Not only is the word ranga offensive (i.e. describing a human to be an orang-utan) this ad has sexual connotations as well. Understand this may be considered an Australian colloquialism but feel the ad is inappropriate and inciting victimisation to individuals with this physical characteristic despite offering a positive to them in the form of a 'discount'.*

### THE ADVERTISER'S RESPONSE

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

*We acknowledge receipt of the above complaint and provide the following information detailing the nature of the poster and the intent of the advertisement.*

*The poster depicts a young man rescuing a young girl from a pool after she has fallen in fully clothed. As the man lifts the girl out of the water they are smiling, happy and relieved to have been rescued. The tag line for this picture is “Ranga’s Do Get Lucky”.*

*This image and phrase is designed to provide a positive look at what could have been a very serious situation and to show a reward for the bravery. As we cannot give a medal our reward is a discount off any of our services.*

*This positive message has been very well received by the general public with 68 red headed males redeeming the offer. We have also fielded many requests for the poster with 23 being purchased and emailed. This does not take into account the hundreds of red heads every week that stop and have their picture taken with the poster.*

*The positive message has also been reiterated by the coach of the Wildcats NBL team, Rob Beverage. Rob is a red head and in conjunction with Channel news 9 Perth did a feel good article. Please see the attached links to see the news article promo and the full length news story.*

*<http://www.youtube.com/watch?v=2SDhQUERKdA>*

*<http://www.youtube.com/watch?v=GDzrWJQC9EY>"><http://www.youtube.com/watch?v=GDzrWJQC9EY>*

*Guys Grooming is also involved in the month of Gingerary, a charity established by the organization R.A.N.G.A which stands for Rare And Near Ginger Association who throughout the month of February raised funds for Orangutans in Borneo. Please see the link below detailing our involvement.*

*[http://www.ranga.net.au/index.php?option=com\\_content&view=article&id=135&Itemid=20](http://www.ranga.net.au/index.php?option=com_content&view=article&id=135&Itemid=20)">[http://www.ranga.net.au/index.php?option=com\\_content&view=article&id=135&Itemid=20](http://www.ranga.net.au/index.php?option=com_content&view=article&id=135&Itemid=20)*

*From the supporting evidence and the take up of our discounts red headed males are not offended or upset by the promotion and recognize this is an opportunity to actually be rewarded.*

*Guys Grooming is a responsible member of the business community and a male specific brand. By using humour respectfully and in a good natured way we are able to engage men to teach them how better to look after themselves and improve their confidence. None of this would be possible if we were discriminating or offensive.*

*Our marketing is also designed to promote a mature outlook at grooming. We have a chill out lounge for clients to wait and we deliberately do not allow any magazines that display women in scantily clad clothing or nude. This stance is to protect our 21 female staff from unwanted advances and to maintain a level of respect for women. We support this position by also refusing to place any of these images in our marketing material.*

*Guys Grooming appreciates the opportunity to explain our marketing promotion in question. We trust that the information provided dismisses any claim that we are intentionally sexual or discriminatory.*

## **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 is offensive to people with red hair and has inappropriate sexual connotations.

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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray 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 Board noted that the advertisement features a young man with red hair and a woman in a pool. The man is holding the woman in his arms and the text at the top of the poster reads "Rangas do get lucky! \$25 off this month for all rangas!"

The Board noted the complainant's concerns that the advertisement is insulting to people with red hair referring to them as "rangas."

The Board noted that the advertisement is to promote a special offer available in the salon for red heads. The Board noted the advertiser's response that the young man has rescued the woman from the pool and that he is a hero for his actions. The Board considered that that the image and text are in no way derogatory or negative toward people with a particular hair colour and that the picture portrays the young man as a strong and heroic youth as he holds the young woman in the water rather than less masculine or less capable than a man with hair of any other colour.

The Board considered that offering a discount to people with a particular hair colour does not amount to the discrimination of any person or section of the community and did not breach Section 2.1 of the Code.

The Board determined that the advertisement did not breach Section 2.1 of the Code.

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 young man holding a woman in the water. Both the man and the woman are fully dressed and the likely interpretation is that he has rescued her after she has fallen in the pool. The use of the text "rangas do get lucky" could have a mild sexual connotation but it is unlikely to be understood by children and is clearly a direct association with the price saving deal being offered.

The Board considered that the overall tone and content of the advertisement is mild and does

treat sex, sexuality and nudity with sensitivity to the relevant audience which could include children.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and 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.