



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0091-21
2. Advertiser :	Positive Pumping
3. Product :	Hardware/Machinery
4. Type of Advertisement/Media :	Transport
5. Date of Determination	28-Apr-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.2 Exploitative or Degrading

DESCRIPTION OF ADVERTISEMENT

This transport advertisement features a cartoon image of a woman with her mouth open and wearing strappy black bra and underpants, and holding a hose and nozzle.

THE COMPLAINT

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

Objectifying woman and adding to sexual violence against woman. I don't want such imagery to be permitted as perpetuates women as available as sex objects to observer in this case men.

THE ADVERTISER'S RESPONSE

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

Dear ADS Center,



Firstly I would like to offer my apologies if any female got offended. It wasn't my intention, I'm running a small concrete pumping business. I'm in the process to paint the truck. So sorry about it.

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 complainant's concern that the advertisement is objectifying of women and contributes to sexual violence against women.

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

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 this advertisement contains a cartoon image of a woman wearing black lingerie and holding a hose. The Panel considered that this advertisement did contain sexual appeal.

Does the advertisement use sexual appeal in a manner that is exploitative?

The Panel noted that the advertisement was for a business that provides concrete pumping services. The Panel considered that while the image shows the woman in lingerie the advertisement did not focus on the woman's body parts.

The Panel noted that the image of the woman was not related to the concrete pumping service, however considered that the use of an image of a woman did not necessarily treat her, or women in general, as objects or commodities. The Panel considered that advertisers are allowed to use imagery to promote their business and noted that the woman is holding a pumping hose.

The Panel considered that the advertisement did not employ sexual appeal in a manner which is exploitative of the woman.



Does the advertisement use sexual appeal in a manner that is degrading?

The Panel considered that the cartoon depiction of the woman showed her as capable and empowered as she is holding the hose. The Panel noted that while some members of the community would prefer that images of women not be used to promote such services, the advertisement itself did not lower the woman in the advertisement, or women in general, in character or quality.

The Panel considered that the advertisement did not employ sexual appeal in a manner which is degrading to the woman.

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. The Panel noted the advertiser's undertaking to repaint the truck.

Conclusion

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