



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0092-21
2. Advertiser :	Tom Waterhouse
3. Product :	Gambling
4. Type of Advertisement/Media :	Internet - Social - Facebook
5. Date of Determination	28-Apr-2021
6. DETERMINATION :	Upheld - Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.2 Exploitative or Degrading

DESCRIPTION OF ADVERTISEMENT

This Facebook advertisement feature Tom Waterhouse connected to a flying fox, with two women wearing swimwear tops and jeans/swimwear bottoms. The women push him down the flying fox.

THE COMPLAINT

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

The most blatant piece of sexual objectification ever in anadvert. Simply disgusting.

THE ADVERTISER'S RESPONSE

The advertiser provided a response to this case however requested that the response remain confidential.

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.

The Panel viewed the advertisement and noted the advertiser's response, which it requested remain confidential.

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 depicts two women who are partly dressed. 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 tipping and odds compilation services for wagering.

The Panel considered that although the women are dressed in jeans and swimwear the depiction of them did not focus on their body parts.

The Panel considered however that the women are depicted as props in the advertisement, there to promote the man's playboy image. The Panel considered that the women in the advertisement do not speak or have an active role, and considered that this dehumanised the women and depicted them as doll-like sexual objects to be used by men. The Panel considered that the cumulative effect of the advertisement amounted to a depiction which reduces the women to objects or commodities.

The Panel considered that the advertisement did employ sexual appeal in a manner which is exploitative of the women.

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



The Panel considered that the implication that the women are props, there to serve the man's ego, lowered them in character and quality and was degrading of the women.

The Panel considered that the advertisement did employ sexual appeal in a manner which is degrading to the women.

Section 2.2 conclusion

Finding that the advertisement did 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 breach Section 2.2 of the Code.

Conclusion

Finding that the advertisement did breach Section 2.2 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the advertiser and other industry bodies regarding this issue of non-compliance.