



Case Report

1	Case Number	0094/16
2	Advertiser	Cruise Republic Ltd
3	Product	Travel
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	09/03/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a male koala sitting on a lounge and looking on his laptop for a website that has cruises on sale. He isn't having much luck, so his wife nudges him along the lounge, grabs the computer and finds Cruise Sale Finder. A Royal Caribbean deal is detailed against the backdrop of cruise footage, before ending with the logo onscreen and the female koala marching along the bottom of the screen with her suitcase followed by the male koala.

THE COMPLAINT

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

The advert is blatantly sexist and demeaning to men and depicts an act of domestic violence (pushing).

THE ADVERTISER'S RESPONSE

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

In our view, the ad doesn't violate any of these clauses:

- 2.1 - Discrimination or vilification*
- 2.2 - Exploitative and degrading*
- 2.3 – Violence*
- 2.4 - Sex, sexuality and nudity*
- 2.5 – Language*
- 2.6 - Health and Safety*

We are unsure why this complaint has been lodged.

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 concern that the advertisement is sexist and demeaning to men and depicts an act of domestic violence.

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 this television advertisement features cartoon koalas choosing a cruise online.

The Board noted the complainant’s concerns that the advertisement is sexist and demeaning to men.

The Board noted that in the opening scene of the advertisement we see the female koala nudge the male koala along the lounge and take the laptop from him in order to access the Cruise Finder website. The Board considered that the action of the female taking the laptop from the male is a scenario not uncommon in a harmonious domestic arrangement where one partner is more computer savvy, or is just bossier, than the other and considered that this scene does not present men in a negative light.

The Board noted the final scene shows the female koala slowly walking across the screen pulling her suitcase followed by the male koala who is running to keep up with her. The Board considered that this scene does not suggest that women are better than men but rather suggest that this female koala is more organised than her male partner.

Overall the Board considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of their gender.

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 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted the complainant's concern that the advertisement depicts an act of domestic violence.

The Board noted that we see the female koala nudge the male koala along the lounge with her bottom and considered that the complainant's interpretation of this scene is unlikely to be shared by the broader community.

The Board acknowledged that the issue of domestic violence is of significant community concern but considered that in the context of a cartoon depiction a scene showing a koala nudge another koala with its bottom is not a depiction of domestic violence.

Overall the Board considered that the advertisement did not present or portray violence and determined that the advertisement did not breach Section 2.3 of the Code.

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