



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0107-21
2. Advertiser :	Austrack Campers
3. Product :	Sport and Leisure
4. Type of Advertisement/Media :	Radio
5. Date of Determination	12-May-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This radio advertisement features the script:

Man 1: What is that?

Man 2: I've upgraded my camper trailer to this new Austrack hybrid.

Man 1: Hybrid?

Man 2: Yeah it's a cross between a camper trailer and pop top caravan.

Man 1: I see it's got solar

Man 2: Yeah, that was included

Man 1: Air con?

Man 2: Yeah that was included too

Man 1: Awesome

Man 2: Yeah, the missus gets cool inside and I get to enjoy a cold one out here, in the serenity.

Man 1: That's a beautiful thing.

Voiceover: With bonus luxury inclusions Austrack hybrid campers give you the best of both worlds. Austrack campers. Built tough, built to last.

THE COMPLAINT

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



Re-enforcing and stereotyping gender roles. Also, misogynistic views as it is implied that it is serene outside because of "the missus" being inside.

THE ADVERTISER'S RESPONSE

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

I refer to your letter dated 19 April 2021 regarding a complaint (Complaint) made by a complainant and submitted to Ad Standards on 9 April 2021. The Complaint concerns an advertisement (Advertisement) by Austrack Campers in relation to air-conditioned campers.

1. Description of the Advertisement

The Advertisement was created by Southern Cross Austereo in response to a brief by Austrack Campers. The Advertisement was approved by Austrack Campers on 12 November 2019.

The Advertisement runs for 30 seconds and promotes Austrack Camper's hybrid camper products. A digital copy of the Advertisement accompanies this response. The Advertisement features two men discussing the features of the hybrid camper. One man asks if air conditioning is a feature that is included in the product. The other man notes that air conditioning is included and elaborates that this means "the missus gets the cool inside" while he can "enjoy a cold one" outside "in the serenity". The other man responds, "that's a beautiful thing".

2. Broadcast of the Advertisement

The Advertisement has been regularly broadcast on Triple M Brisbane since 18 November 2019. While we respect the right of any member of the community to complain about an advertisement, we also note that no other complaint has been received in relation to the Advertisement in the time that the Advertisement has been on air (broadcast 1222 times).

3. Section 2 of the AANA Code of Ethics

Your letter indicates that the Advertisement raises issues under section 2 of the AANA Code of Ethics (Code), particularly section 2.1 (discrimination or vilification). We are satisfied that the Advertisement does not any raise any issue under any part of section 2 of the Code. We comment below in relation to each part of section 2.

2.1 – The Advertisement does not depict material which discriminates against or vilifies a person or section of the community on any of these grounds. While it refers to a woman being inside with the air conditioning, the Advertisement does not imply any negative gender stereotypes, being that the woman is inside, against her will, performing domestic tasks. The use of the colloquial phrase "the missus" does not imply any negative connotations between the man and the woman; rather it is used as a conversational means to explain the relationship between the characters involved.



The Advertisement also notes that the man is outside “in the serenity”. This is to convey that he is enjoying the tranquil setting outdoors, which is a typically sought-after feature of camping holidays.

2.2 – The Advertisement does not employ sexual appeal using Minors or people who appear to be Minors and is not exploitative or degrading of any individual or group of people.

2.3 – The Advertisement does not present or portray violence.

2.4 – The Advertisement does not present sex, sexuality or nudity.

2.5 – The Advertisement does not employ strong or obscene language.

2.6 – The Advertisement does not depict material of this nature.

2.7 - The Advertisement is clearly distinguishable as such.

4. Other Codes

The Complaint does not fall within the remit of the AANA Code for Marketing & Advertising Communications to Children or the AANA Food & Beverages – Advertising & Marketing Communications Code.

5. Conclusion

For the reasons set out above, we request that the Complaint be dismissed. We look forward to your determination. If you require any further information, please do not hesitate to contact me.

THE DETERMINATION

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

The Panel noted the complainant’s concern that the advertisement:

- re-enforces and stereotypes gender roles by suggesting a man outside and a woman inside
- is misogynist by suggesting that it is serene outside because a woman isn’t there.

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 the use of the term “missus” and considered that this phrase was not by itself discriminatory, and that in this particular advertisement there was no derogatory context that would make it discriminatory or vilifying.

The Panel noted the phrase “the missus gets cool inside and I get to enjoy a cold one out here, in the serenity”. The Panel considered that the man is not disparaging his wife by suggesting that the outdoors is more peaceful without her. Rather he shows consideration of her by purchasing a hybrid camper trailer with air-conditioning so she may be comfortable. The Panel considered that acknowledging that a space may be serene without his wife present did not suggest that the man is being discriminatory or vilifying towards his wife.

The Panel considered that while some members of the community may consider that a suggestion that women prefer to be indoors rather than outdoors may be a stereotype, it is not necessarily negative and is not presented as negative in the advertisement. The Panel considered that the woman in the advertisement is not treated unfairly or less favourably nor does the advertisement humiliate, intimidate or incite hatred, contempt or ridicule of the woman because of her gender.

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.

Conclusion

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