



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0108-21
2. Advertiser :	Super Cheap Auto Pty Ltd
3. Product :	Automotive
4. Type of Advertisement/Media :	TV - Free to Air
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 television advertisement features staff discussing a sale.

We open on a SCA staff member gathering his team in a section of the store. There is a makeshift projector screen or TV display set up and a sheet covering a large object which is clearly about to be revealed.

Team leader: Ok team, we're doing something different. (He removes a sheet cover revealing Super Buy branded boxes stacked on top of each other.)

Staff member: Super Buys.

Team leader: That's right. A limited range of interesting products you'd never expect from us.

Staff member: Like, dog costumes and stuff and stuff?"

Team leader: Not quite...

Advertisement shows various products as team leaders voice continues.

Team leader: Check out this Stanley Kids Battery Operated Chainsaw for \$19.99

Team leader: or this 4WD RC stainless steel JEEP for \$49.99

Staff member: "Robotic arms?"



THE COMPLAINT

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

I don't think making a woman look stupid and say stupid things is necessary. Enough of always the same stereotypes: man in charge, woman staff. Women with stupid behaviour/ attitude even in the workplace.

We have an issue in Australia with toxic masculinity, overt patriarchal put downs of women, & derogatory sexist behaviour towards women. This kind of 'it's just a joke' thing was called out in the 70s. 50 yrs on we don't need it. It's not funny. It's insidious.

THE ADVERTISER'S RESPONSE

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

The portrayal of our female staff in any SuperCheap advertising: Supercheap Auto prides itself on our diverse workforce and took careful consideration to cast actors and reflect team interactions that reflect this. Through all stages of production, we are committed to avoid portraying female roles in a derogatory, sexist or stereotypical manner.

How we have portrayed the female staff member in question: The context and portrayal of our female actor is as an enthusiastic and creative team member who, upon hearing about the new Super buys products, lets her imagination fly.

As a valued and engaged co-worker in an open and trusting environment, she feels free to express the first ideas that pop into her head.

The actor has been specifically cast to portray a friendly, bubbly, quick-witted and creative staff member.

Her creative responses are prompted by the team leader who reveals "A selected range of interesting products you might not expect from us."

Our campaign scenarios centre around her Light hearted creative responses that show her energy, passion and creative mind. Her character and dialogue were never designed or intended to depict any sexist gender stereotype.

The portrayal of our male team leader question: The context and portrayal of our male actor is as a warm and inclusive store manager who always aims to spark interest and engagement with his team. As a supportive



manager, he doesn't shoot down any ideas but redirects focus to better explain 'Super Buys'.

Our process to avoid portraying negative gender stereotypes:

All scripts, storyboards and concepts are rigorously reviewed by senior female brand managers to ensure the depiction of any female character in our advertising is not derogatory, sexist or stereotypical.

During filming, Supercheap Auto consulted directly with an independent female production representative at Happy Film throughout all recording on set to ensure a positive and appropriate portrayal of our female role.

All finished commercials are reviewed and approved by a panel of male and female representatives from Happy Film (Director/Filmmaker) Ralphie Co (Creative Agency) and the marketing team at Supercheap Auto.

For the reasons outlined in this response we do not believe that The Advertisement depicts material which contravenes Section 2 of the AANA Advertiser Code of Ethics but rather a trusting and friendly team dynamic that is reflective of our staff culture. We encourage all our staff to be heard and have the confidence to suggest ideas no matter how creative.

Supercheap Auto is committed to complying with the code, all applicable laws related to advertising as well as community standards around discrimination and projection of negative gender stereotypes.

In relation to the submitted complaint by Waller on 1/04/2021, the complainant has misheard the female dialogue and recalls to the actor's statement as "oh like pink dolls", which is actually " Oh, Like, dog costumes and stuff? This difference in dialogue context may have given the complainant a different perspective than the actual dialogue context.

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 complainants' concerns that the advertisement is offensive by depicting a woman as silly or stupid.

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 that the woman in the advertisement is not laughed at or mocked for her queries about the new products. The Panel considered that the woman's suggestion of "dog costumes and stuff" was not silly given that the products advertised include a coffee machine and a record player, neither of which are commonly associated with an auto parts store.

The Panel acknowledged that the woman's enthusiasm may have made her appear mildly foolish, however considered that this was not a result of her gender. The Panel considered that the woman is not shown to be put down or treated badly in the advertisement as a result of her enthusiasm or questions, or as a result of her gender.

The Panel noted a complainant's concern that there is a stereotype of a man being in charge and a woman being staff, however considered that such a stereotype is not necessarily negative by itself and is not depicted in a negative manner in the advertisement.

The Panel considered that the content of the advertisement did not show the woman to receive unfair or less favourable treatment because of her gender, and did not 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 complaints.