



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0121-20
2. Advertiser :	Apple
3. Product :	Information Technology
4. Type of Advertisement/Media :	Internet - Social - Twitter
5. Date of Determination	8-Apr-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This Twitter advertisement begins with a hand of a person using an Apple Pencil to edit out a man from a photo on an iPad Pro of a man and a woman leaping into water. The advertisement zooms out to see the person holding the iPad Pro patting a dog and the caption "Perfecting your memories" superimposes over the scene. The words "Easy as iPad" appear on screen, the words "Easy as" are erased in the same way as the photo was edited by the Apple Pencil and finally "iPad" is replaced with the Apple logo.

THE COMPLAINT

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

The advert contains direct connotations that a male person can be deleted from your life to make it "perfect". This is both sexist and demeaning.

Apple could have chosen to use a slightly imperfect photo of the couple (e.g. a bird flying through) and editing that out to make the photo better.

Apple chose to direct reference deleting a person out of one's life, in this case a man.



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 enclosing a complaint received by Ad Standards in relation to Apple's Easy as iPad "Moving On" advertisement.

Apple takes community standards seriously in preparing and publishing all of its advertising materials and other communications in Australia and around the world. Apple is confident that the advertisement complies with the AANA Advertiser Code of Ethics (Code) and does not raise any issues under section 2 of the Code, nor does it include any images or other representations that are inconsistent with generally prevailing community standards in Australia.

The Easy as iPad "Moving On" advertisement highlights how the Apple Pencil can be used to edit photos on the iPad Pro. The advertisement begins with a hand of a person using an Apple Pencil to edit out a man from a photo on an iPad Pro of a man and a woman leaping into water. The advertisement zooms out to see the person holding the iPad Pro patting a dog and the caption "Perfecting your memories" superimposes over the scene. The words "Easy as iPad" appear on screen, the words "Easy as" are erased in the same way as the photo was edited by the Apple Pencil and finally "iPad" is replaced with the Apple logo.

The substance of the complaint is that the advertisement is sexist, demeaning and contains direct connotations that a male person can be deleted from your life to make it "perfect".

The complaint appears to misunderstand the implication in the advertisement that the woman is removing her ex from a holiday photo after a break up. The advertisement does not imply that deleting a male person will make your life perfect - the clear implication is that the woman is editing the photo due to their break up, not because the person is a man. It is not unusual for couples to cut each other out of photos after a break up in order to move on with their lives - with scissors for physical photos and with editing software for digital photos.

People watching the advertisement would not perceive it as portraying people or depicting material in a way which discriminates against or vilifies a person or section of the community on account of gender (or any other grounds). It does not depict any material which is discriminatory and due to the humorous nature of the advertisement, we submit there is no breach of section 2.1 of the AANA Code of Ethics.

The advertisement does not raise any issues of concern to which section 2 of the Code is directed. This section and the remainder of the Code is inapplicable to the advertisements. Additionally, on a fair and proper reading, no head of standards in any other applicable code promulgated by Ad Standards could reasonably be said to be engaged.



I trust that this information will assist the Community Panel in its consideration of the complaint, which Apple considers for the reasons above is without foundation having regard to the requirements of the AANA Advertiser Code of Ethics and community standards and expectations more broadly.

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's suggestion that deleting a man from your life will make it "perfect" is sexist and demeaning.

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

The Panel 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 Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel noted the advertiser's response that the advertisement implies that a woman is deleting a man from a holiday snap because they have broken up. The Panel considered that this implication is a reference to a stereotypical relationship break up situation where people cut their former partners out of photographs. The Panel considered that the advertisement is depicting that stereotypical situation in the context of new technology that enables photographs to be altered without damaging the original image and thereby "perfecting your memories".

The Panel considered that there are many reasons a person may choose to remove a person from their photographs or distance themselves from individuals who were formerly in their life, and that this advertisement's depiction of a woman removing an image of her male partner, has no reference that suggests anything negative about men generally.

The Panel considered that the advertisement did not show the man to receive unfair or less favourable treatment because of his gender, and did not humiliate, intimidate or incite hatred, contempt or ridicule the man because of his gender.



The Panel 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 race and determined that the advertisement did not breach Section 2.1 of the Code.

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