



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0129/18
2	Advertiser	Hanes Brands Inc
3	Product	Lingerie
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	21/03/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features a variety of people living in a desert town and completing various tasks and activities (moving the lawn, golf etc) in their Bonds underwear.

THE COMPLAINT

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

Too many close ups of butts and boobs and genitals
Too sexualised and dirty

THE ADVERTISER'S RESPONSE

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



We write on behalf of our client, Bonds (Hanes Brands) in response to complaints against the Bonds 'Gotta Be Bonds' Underwear TVC, specifically relating to the following sections of the AANA Code of Ethics: 2.4 – Sex/Sexuality/Nudity (general).

Bonds is an underwear and apparel brand, best known for creating fun and fashionable undies for the whole family. On 18th February 2018, Bonds launched their Gotta Be Bonds campaign, a new youth focused range of modern, comfy undies and crops.

The Gotta Be Bonds campaign tells the story of an iconically Australian town where it's just too hot to wear anything other than your Bonds underwear.

The ad starts with a girl in her twenties carrying a quickly melting bag of ice, and then cuts to a shot of a man, also in his twenties, mowing his non-existent lawn in front of a simple country house as dust billows out behind him. We then cut to a typical Coober Pedy style dugout Hotel, where a man in his twenties sweeps the dust, as two older men sit cooling themselves in the background. He stops sweeping and stands slowly as if taking a quick break from the heat. We cut to a twenty something woman at a petrol station, filling her car with fuel. The service station attendant sits under a large umbrella in the background, waiting for the young woman to come and pay for her for the fuel. All talent are dressed in their underwear and some have singlets over the top. A super appears on screen 'Gotta Be Bonds'.

In regard to the complaints that have been made to the ASB under Complaint Reference Number 0129/18, regarding section 2.4 of the AANA Advertiser Code of Ethics, we take the opportunity to refute as follows:

The TVCs are designed to promote a range of new youth focused underwear styles. The activities undertaken by the men and women in this ad are everyday things, made difficult and at times humorous by the extreme heat of their environment, something most Australians can relate to. Rather than suffering under heavy clothes, the characters in this ad display an attitude of confidence by prioritising comfort over modesty. Their body movements are languid and telling of heat exhaustion, and their expressions are hot and tired, not sexual. There is no nudity as the product is secured to cover their genitals at all times and the close ups throughout the TVCs are used to highlight product features including the fit, fabrication, and branding. The close ups are intended to be of product, not body parts.

Rather than being degraded or exploited, the cast are shown as equals going about their everyday lives in 'Cold Springs', from the male and female younger lead characters to the real life local extras.

For the above reasons, we assert this ad also complies with section 2.2 of the Code, as



well as all other parts of section 2.

In addition, the 'Gotta Be Bonds' 60 second TVC and 15 second cuts downs all received a PG classification from CAD allowing it to be broadcast during programs that are P rated. By definition, parental guidance is recommended for programs with a P rating, but they are not classified as children's programming. The intended audience is women and men 18 – 35 and the classification of the TVC as well as instructions to networks ensures it is not on air during classified children's programming nor during adjacent periods.

We trust upon viewing the TVC and our written response you will agree that the Bonds 'Gotta Be Bonds' TVC does not breach the AANA Advertiser Code of Ethics.

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 was too sexualised.

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

The Panel considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

The Panel noted this television advertisement features a variety of people in a desert town completing every day activities in their underwear.

The Panel noted the complainant's concern that the advertisement was too sexualised and that there were too many close ups of butts, boobs and genitals.

The Panel considered that the advertised product is underwear and that it is reasonable to expect an advertiser to depict people wearing the product in their advertising.

The Panel noted the advertisement had been given a 'P' rating by CAD (parental guidance recommended and not in children's programs) and was aired at a time appropriate to the rating (http://www.freetv.com.au/media/CAD/Placement_Codes.pdf). The Panel noted that the audience for this advertisement would be broad and would include children.

The Panel noted that the advertisement did include some close ups of both men and



women's bodies, but in all cases the focus was on the product being advertised, not on the particular body parts.

The Panel considered that the people in the advertisement were appropriately covered by the underwear and that there were no breasts or genitals visible. The Panel considered the level of nudity in the advertisements was mild and consistent with the promotion of underwear.

Further, the Panel considered the actions and poses of the people in the advertisement were consistent with people undertaking activities in extreme heat and were not sexualised.

The Panel considered the advertisement was set in a very hot desert town named 'Cold Springs' and considered that in the context of the story the advertisement was telling the depiction of people in their underwear was not inappropriate.

The Panel considered the overall tone of the advertisement was not sexualised and the level of nudity in the advertisement was only mild. The Panel considered that the advertisement was appropriate to be viewed by a broad audience which would include children.

The Panel considered that the advertisement did not contain overly sexualised imagery and that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

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

