



Ad Standards Community Panel
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Ad Standards Limited
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Case Report

1. Case Number :	0134-20
2. Advertiser :	Thirsty Camel
3. Product :	Alcohol
4. Type of Advertisement/Media :	Radio
5. Date of Determination	8-Apr-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification
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DESCRIPTION OF ADVERTISEMENT

This radio advertisement features the voiceover "G'day this is the camel! How to upset a blonde on a treadmill? Put a water bottle in her pringles holder!! ... (cracks up) Get it ... water bottle in her pringles holder ... (loses it big time) ...that's funny! Coopers dry stubbies 39.99 a carton, buy a carton and receive a bonus coopers cap. Skyy vodka 700ml 34.99 a bottle. Thirsty camel bottleshops – "convenience and everyday low prices""

THE COMPLAINT

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

Sexist jokes that just offensive and not funny. Also not relevant to anything they are selling.

THE ADVERTISER'S RESPONSE



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

Thirsty Camel Bottleshops take the responsible advertising and marketing of alcohol seriously. We are aware of the Code requirements and undertake practices in line with ensuring compliance with all relevant advertising, alcohol and marketing guidelines.

In response to the complaint about a Radio advertisement on Nova, and in consideration of the AANA Advertiser Code of Ethics Section 2, in particular Section 2.1, plus relevant aspects of the ABAC Code, the below response is submitted.

The contention of the complainant is that the advertisement constituted “sexist jokes that are offensive and not funny. Also not relevant to anything they are selling”.

- *The advertisement subject to this complaint was played on Nova937 across the Drive Time slot of 4 – 6pm which has a key demographic audience aged 25+.*
- *The commercial was directed at adults which reflect the nature of the time slot, advertised product and corresponding “Camel” character humor.*
- *The Thirsty Camel WA consumer demographic is skewed towards women and much of our marketing/advertising is directed to women.*

Gender & Humour

- *The advert in question is a light hearted joke about a blonde woman confusing the water holder on a treadmill for a Pringles holder.*
- *The only comment in the joke that relates to gender is the word ‘her’, signifying that the character in this instance is a female. No other reference or implication is made about women.*
- *The reference to ‘blonde’ in the joke is a humorous stereotypical descriptor. It does not suggest anything other than hair colour and the joke doesn’t present a negative view of blonde people in general.*
- *While it is acknowledged that humour is clearly specific to each individual, the general population enjoy a joke and it is argued that the majority would not find this representation ‘offensive’.*
- *The joke does not portray the female character in a negative way, encourage discriminatory practices against gender/women, nor seek to humiliate.*
- *It is not believed that the joke presents a negative impression of women or indeed people with blonde hair.*

Conclusion

Thirsty Camel WA are cognisant of the Codes under which we operate and vigilantly aim to meet them.



Whilst we are disappointed that the commercial has caused offence when none was intended, we do not believe that the joke is 'offensive' or discriminatory in any manner.

We welcome your review of this complaint.

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 is sexist and offensive.

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 that the advertisement is referencing 'blonde women' and jokes that are about blonde women.

The Panel considered that 'blonde jokes' stereotypically reference unintelligent people, most usually women, and that the man in the advertisement is described telling what he thinks is a joke that makes fun of unintelligent women.

The Panel considered that the joke is turned around as it appears that the man believes that the bottle holder on a treadmill is for food snacks, not for water or other drinks.

The Panel considered that while the advertisement mentions blonde women and suggests a joke about women, the advertisement does not actually include a reference to women that is demeaning or humiliating. In the Panel's view the man appears to be the butt of the joke.

The Panel considered that while some members of the community may consider a blonde joke to be in bad taste or offensive, the content of the advertisement did not



show a woman receiving unfair or less favourable treatment because of her gender, and did not humiliate, intimidate or incite hatred of, contempt for women, or ridicule any woman because of 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 age 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 complaints.