



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0142/18
2	Advertiser	Mantle Group
3	Product	Food / Beverages
4	Type of Advertisement / media	Billboard
5	Date of Determination	11/04/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

## DESCRIPTION OF THE ADVERTISEMENT

This billboard advertisement depicts a photo of a bar with a cartoon pig and the words 'I'd tap that'.

## THE COMPLAINT

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

*The phrase "I'd tap that." refers to having sex with women as demonstrated by the following links:*

*<https://www.urbandictionary.com/define.php?term=tap%20that>*

*<https://www.urbandictionary.com/define.php?term=i%27d%20tap%20that>*

*It is an advert that deminishes women. I should not be reminded on my way home from work that 1/2 of the population thinks that my only useful purpose in life is to be f\*cked. It is not right and should not continue.*

*This is a well known sexual reference by males and is offensive to many women as it*





*objectifies women for sexual gratification.*

## **THE ADVERTISER'S RESPONSE**

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

*Mantle Group has seven Pig "N" Whistle venues throughout Queensland and is well renowned for its extensive range of beers on tap.*

*The term to "tap" a keg is frequently used in the hospitality industry as a term to open the keg or open the beer. The expression is derived from the practice of tapping a keg of beer, or cask of wine; –whereby a spigot valve is inserted into the side of the keg, in order to tap the beer. The term "tap a keg" is a referenced term and dates back to the traditions of beer when it was originally stored and served from a wooden barrel. As per website <https://www.bottleneckmgmt.com/blog/beer-tapping/>:*

*"Traditionally, a beer keg would be a wooden barrel and the tapping would involve a mallet; the beer would then flow with the help of gravity. Nowadays, there is a slightly more complex process, but the same basic idea of 'tapping' remains. We've hosted many beer tapping events in the past, but wanted to outline the process and set an expectation to any new beer drinkers.*

*What is a Beer Tap?*

*The name comes from a valve which controls the release of beer from a keg. The valve was originally wooden, and was affixed to traditional barrels by hammering it into place.*

*In the past, beer kegs were wooden barrels with stoppers and the beer was released simply using gravity and air. Today, kegs are sterile stainless steel containers and inert pure gases are used to drive beer out of the keg using a keg tap. Nowadays we "tap" the keg by inserting a coupler into the keg valve. The keg valve and coupler are a matching system, similar to a lock and key."*

*In reference to the complainant's comments as to the term being a sexual reference and diminishing women, this is completely unfounded and untrue. There is simply no images of any gender on the billboard nor any sexual reference- just a picture of one of the Pig "N" Whistle bars demonstrating the number of taps available which as previously indicated is what Pig "N" Whistle is renowned for.*

## **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 diminishes women.

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

The Panel noted that the complaint was received after 1 March 2018 and therefore the complaint was considered under the version of Section 2.2 of the Code which states: "Advertising or marketing communications should not employ sexual appeal: (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative or degrading of any individual or group of people."

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

"Exploitative - means (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised.

Degrading – lowering in character or quality a person or group of people."

The Panel considered the image on the billboard advertisement shows a bar with beers on tap, an animated pig in a vest and bow tie, and the words "I'd tap that!"

The Panel noted the complainant's contention that the advertisement was degrading toward women, due to the language used.

The Panel noted that "I'd tap that" was a colloquial term for indicating a person's interest in sexual relations with another person and that some members of the community may make that connection, but did not accept that it was a widely known term or that that connection would be made by a reasonable member of the community, given the imagery used in the billboard.

The Panel considered that there are no images of women in the advertisement, and that the language used is consistent with the imagery in displaying a number of beer taps.

In the Panel's view, the advertisement did not include sexual appeal and therefore did not breach Section 2.2 of the Code.

The Panel then 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 that the billboard advertisement is located by a highway and would



be visible to a broad audience, which would include children.

The Panel considered that the phrase “I’d tap that” is a double entendre that would not immediately be recognisable by children.

The Panel considered that there is no nudity or sexualised imagery in the advertisement, and the literal reading of the words aligns with a bar with many beer varieties and many beer taps. The Panel determined 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.

