



Case Report

1	Case Number	0149/10
2	Advertiser	CQ Frames and Trusses
3	Product	Hardware/Machinery
4	Type of Advertisement / media	TV
5	Date of Determination	14/04/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Sexual preference

DESCRIPTION OF THE ADVERTISEMENT

This TV advertisement shows 3 men sitting to admire the CQ Frames and Trusses. A young woman, dressed in jeans and a green t-shirt, pulls up in a truck to deliver more supplies. Scotty elbows his mate, and in response to his query, says “looks Like CQ has the full package eh mate” with voiceover referring to doors, mouldings, shelving, floors ... and so much more.

THE COMPLAINT

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

The sexist nature of this advertisement is offensive especially given its time slot. This time slot is when children are watching tv while parents are cleaning up after dinner. This should not be the image projected into the minds of our young children about the gender roles and acceptable objectification of females. If this is the mind set of those at CQ Frames and Trusses they have lost all potential business from me.

THE ADVERTISER’S RESPONSE

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

With relation to the time slot as stated in the complaint, we feel that the program of 'Neighbours' the children were watching at 6.50pm reflects a far from ideal standard for any child's viewing. The program 'Neighbours' content includes sexual promiscuity.

Our company, CQ Frames and Trusses, would in no way intend for any offence to be taken by viewers. The lady in the advertisement is the owner's wife who has two young children.

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether the advertisement complied with the AANA Code of Ethics ('the Code').

The Board noted the complainant's concern that the advertisement is sexist.

The Board viewed the advertisement and noted the advertiser's response. The Board noted that the advertisement depicts an attractive woman arriving at the worksite with some material. The woman is clothed in jeans and a t-shirt. The Board considered that the comment between the two men about the advertiser having 'the full package' is meant to infer that the woman is attractive. The Board considered that the depiction of the woman was not inappropriate as she is clearly participating in the work and is appropriately dressed for such work. The Board considered that the comment between the men was appreciation of the woman's looks (and possibly her contribution to the work) but was not demeaning or offensive. The Board considered that the advertisement did not depict material that was demeaning to or discriminatory towards women and that the advertisement did not breach section 2.1 of the Code.

Finding that the advertisement did not breach any other provision of the Code the Board dismissed the complaint.