



Case Report

1	Case Number	0163/16
2	Advertiser	VISA International
3	Product	Finance/Investment
4	Type of Advertisement / media	TV - Out of home
5	Date of Determination	27/04/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This 15 second television advertisement opens on a typical Aussie guy wearing speedos walking from the beach to a café. We see him take an ice-pop from the freezer and pay with his Wearable wrist band, smiling at a young boy who is watching how the man pays.

THE COMPLAINT

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

The camera overtly focuses on the male actor's genital area, and outline his penis. This type of advertising is not acceptable to some minority and cultural groups throughout Australia and should be banned from public viewing.

THE ADVERTISER'S RESPONSE

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

The 15 second film demonstrates one of the new ways you can pay with Visa. Wearables have been developed using Visa technology to make our audiences lives easier and giving them one less thing to worry about.

A common security worry for Australians is leaving their wallets and payment cards unattended on the beach when they go swimming. We re-created this everyday situation using a typical Aussie guy in 'speedos' on an Australian beach buying an ice pop from a beach café. We wanted the viewer to wonder how he was going to pay when he wasn't carrying a wallet or bag and only wearing swimmers. The surprise element is seeing him pay with the new Wearable technology at the counter. A product that alleviates the security fears of leaving valuable items on the beach.

The swimsuit in a beach setting and beach café in Australia is contextually relevant and not done in an offensive way. Wearables are of most value for an active lifestyle, when our audience don't want to carry wallets or payment cards. The beach scene is a light-hearted, relatable way to bring this to life but the focus is on the simplicity and convenience of the new payment method.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement overtly focuses on the man’s genital area.

The Board viewed the advertisement and noted the advertiser’s response.

The Board 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 Board noted that the advertisement shows a man in speedos making his way across the beach to the kiosk. The Board considered that it was contextually relevant to depict the man in his swimwear, given he is at the beach.

The Board noted that the camera focuses on the man walking across the beach in full frame and there is a brief scene where there is a focus on the man waist down as he takes an ice cream from the freezer. The Board considered that this scene was neither inappropriate nor overly focused on the man’s speedos.

The Board considered that the man’s presentation in his swimwear throughout the commercial was entirely appropriate for a scene on a beach.

The Board noted that this is a G rated advertisement so it is available to be viewed by a broad audience including children. The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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

