



Ad Standards Community Panel  
PO Box 5110, Braddon ACT 2612  
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0173/18
2	Advertiser	Crimsafe
3	Product	House Goods Services
4	Type of Advertisement / media	Radio
5	Date of Determination	11/04/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.1 - Discrimination or Vilification Occupation

## DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a man describing a "bad guy" and that listener's houses are at risk when they go away on holidays.

## THE COMPLAINT

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

*During the advertisement, the narrator describes the "criminal" as an unemployed man who can't be bothered to get a real job so he will take your things. The intimation is that unemployed males dont look for "real" jobs and would rather steal. This is not an accurate reflection of unemployed and promotes a stereotype of unemployed, which is false. This is not a fair representation of the Australian unemployed.*

## THE ADVERTISER'S RESPONSE



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

*Crimsafe description of advertisement*

*The advertisement in question is a radio commercial voiced over by 'Kimmy's Dad', a long-running character in Crimsafe radio commercials. Kimmy's Dad is a larrikin-type character with a very casual tone, who frequently uses Australian slang and humour. The series of ads voiced over by Kimmy's Dad covers a range of family situations and events, often with a humorous tone.*

*The advertisement in question is a Holiday-theme and will finish running by 31 March 2018. It focuses on the importance of securing your home while on holidays (leading into Easter 2018), because that is when burglars can be active.*

*The message through all of our commercials is to prevent break-ins and secure your home and family with Crimsafe.*

*Crimsafe response to the complaint and all aspects of Section 2 of the AANA Code of Ethics*

*2.1 Advertising or Marketing Communications shall not portray people 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 tone and language of the commercial is humorous and does not discriminate against any person or section of the community. When taken within context of the total script, there is clearly no insult or discrimination intended toward any gender, race or other community group, including the unemployed sector.*

*The wording of the script suggests that burglars don't have a 'decent job'. It does not follow, and is not implied that anyone without a job is therefore a burglar.*

*2.2 Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people. There is no sexual connotation or appeal, either intended or implied, in the script of this commercial. We do not believe this clause applies.*

*2.3 Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised.*

*This commercial does not contain any suggestion of violence.*

*2.4 Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.*

*There is no reference to sexual activity or nudity within this commercial.*

*2.5 Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided.*

*The language in this commercial is colloquial and at times uses Australian slang. The*



*tone of delivery is intentionally humorous and conversational.*

*2.6 Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.*

*This commercial does not contain any content relevant to community health and safety standards.*

## **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 concerns that the radio advertisement discriminates against unemployed people.

The Panel reviewed 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 of the Code which provides the following definitions:

“Discrimination – unfair or less favourable treatment

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule”.

The Panel noted this radio advertisement features a man (the voiceover) describing a "bad guy" and that listener's houses are at risk when they go away on holidays.

The Panel noted the complainant’s concern that the advertisement promotes a negative stereotype of unemployed men.

The Panel noted that occupation or employment status is not a specific category covered under Section 2.1 of the code. The Panel considered that the advertisement refers to an unemployed man, and opted to consider the matter having regard to the gender of the character in the advertisement.

The Panel considered the advertiser’s response that the advertisement suggests that burglars don’t have a ‘decent job’ but does not imply that anyone without a job is a



burglar.

The Panel considered the implied message of the advertisement was in regard to security of a home and the benefits of the promoted product in deterring break-ins. The Panel considered that the identification of a bad guy was a broad descriptor and was not implying that those men who do not have employment are lesser members of the community targeted for unfair or less favourable treatment. The Panel considered that the central character is promoting a message of home security and is not denigrating a sector of the community on account of gender.

The Panel considered the advertisement did not portray material in a way which was contrary to Section 2.1 of the Code.

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

