



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0206-20
2. Advertiser :	ALDI Australia
3. Product :	House Goods Services
4. Type of Advertisement/Media :	Internet - Social - Other
5. Date of Determination	8-Jul-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This YouTube advertisement features a talking air fryer which provides information on the air fryer's features and inclusions. The advertisement includes the phrase, "I've got more accessories than a teenage girl".

THE COMPLAINT

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

The product advert claims "It has more accessories than a teenage girl". This is a sexist comment. This is stereotyping teenager girls. It paints a picture of teenage girls wearing a lot of accessories. I do not believe this is true. Why not use a car, boat, drills, fridge, oven etc

THE ADVERTISER'S RESPONSE

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

ALDI takes compliance with the Code very seriously and our advertising is carefully considered, with this in mind, prior to being publicly released.



The advertisement which has been complained of uses light-hearted humour to draw an association between the many accessories accompanying the advertised fryer with the many accessories that many teenage girls will typically own.

We respectfully submit that there is nothing in the way in which this is done that is capable of being understood as amounting to discrimination or vilification of teenage girls on the ground of either age or gender in breach of section 2.1 of the Code. There is nothing in the advertisement that suggests that teenage girls should be treated less favourably than teenage boys (or any other group), nor is there anything in the advertisement that could reasonably be understood as humiliating; or inciting hatred, contempt or ridicule of teenage girls.

In summary, applying prevailing community standards, the words “I’ve got more accessories than a teenage girl”, could not reasonably be understood as amounting to the kind of discriminating or vilifying portrayal that s 2.1 of the Code is intended to apply to.

Compliance with the Code

For the sake of completeness, ALDI has considered whether the advertisement portrays teenage girls in a way which could potentially amount to a breach of any other part of Section 2 of the Code and concluded that it does not. For the reasons set out above, ALDI considers that applying prevailing Australian community standards, the advertisement cannot be said to be in breach of Section 2 of the Code.

We respectfully request that the complaint be dismissed.

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 advertisement makes a sexist comment that is not true.

The Panel viewed the advertisements 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 the advertiser’s response that the advertisement uses light-hearted humour to draw an association between accessories accompanying the air fryer and accessories that many teenage girls typically own, and that the way this is done is not discriminatory or vilifying.

The Panel considered that the statement ‘more accessories than a teenage girl’ is a light-hearted statement portraying a stereotype of a teenage girl, however the Panel considered that this stereotype is not negative.

The Panel considered that the advertisement is portraying the product having many accessories in a positive light, and that a positive comparison is made to a teenage girl.

The Panel considered that there is no negative connotation with the statement and that the statement does not depict or suggest that teenage girls receive unfair or less favourable treatment because of their age or gender. The Panel considered that the advertisement did not humiliate or ridicule teenage girls or treat them with contempt.

Overall 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 or gender 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 complaint.