



Case Report

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| 1 | Case Number | 0215/11 |
| 2 | Advertiser | Double A Paper |
| 3 | Product | Office goods/services |
| 4 | Type of Advertisement / media | TV |
| 5 | Date of Determination | 13/07/2011 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

- 2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience
- 2.1 - Discrimination or Vilification Sex

DESCRIPTION OF THE ADVERTISEMENT

Shot of office in chaos due to paper jam. Woman rushes towards storage room to retrieve Double A copy paper. Photocopier transforms into robot and destroys office. Male voice over says, "Double A is transforming paper". High performance, super smooth. Transformers Dark Of The Moon.

THE COMPLAINT

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

Because it seems to me that the blatant point of this advertisement is to observe a well-endowed female office worker running around in a short, very low cut dress! It is a complete and utter play on the 'sex sells' statements that are so prevalent and it is completely unnecessary. I am not a feminist by any means but this advertisement is really degrading to women.

THE ADVERTISER'S RESPONSE

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

Please accept this letter as the Double A response to a complaint raised in relation to our advertisement Double A “Transforming Paper”.

We are fully aware of the AANA Advertising Code of Ethics and we believe that our advertisement does not breach any part of Section 2 of the Code.

We believe that our ad is not offensive or inappropriate when judged against general community standards of acceptable advertising.

Double A has partnered with Paramount Studios for the upcoming movie launch of Transformers: Dark of the Moon. The partnership involves a Double A integration in the movie as well as a film-themed Double A TV spot – incorporating scenes from the movie itself. The ad features dramatic action sequences which aim to communicate Double A is “transforming” the way in which people should judge paper – that Double A is a premium quality, high performance product that runs smoothly and can be relied upon to perform in any situation, no matter how unusual or unexpected.

Whilst we acknowledge the complaint against the ad, we believe that this is not representative of general community standards.

Below are our comments, as requested, in relation to each subsection of Section 2:

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, sex, age, sexual preference, religion, disability or political belief.

The ad does not portray people or depict material that discriminates or vilifies any person or section of the community in any way.

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

The commercial features scenes from Transformers: Dark of the Moon movie - which by its nature is a high-action film.

The level of action and violence incorporated into the ad was carefully considered. The ad has been classified with a PG rating. Violence is judged to be mild and infrequent. As a consequence, the ad is not aired before 8.30am during weekdays, nor is it aired before 7.00pm during the peak evening period.

2.3 Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.

We believe that the ad does not portray sex or sexuality in a way that would offend general community standards. There is no deliberate or overt sexual behaviour from the female character. There is no portrayal of nudity in the ad.

Nor do we believe that the ad encourages harassment in the workplace. Nothing in the character’s behaviour can be read as endorsing and/or encouraging inappropriate sexual behaviour in the workplace.

We believe that an ordinary viewer has the ability to differentiate between coincidence and intent.

2.4 Advertising or Marketing Communications to Children shall comply with the AANA’s Code of Advertising & Marketing Communications to Children and section 2.6 of this Code shall not apply to advertisements to which AANA’s Code of Advertising & Marketing Communications to Children applies.

The ad is not directed to children aged 14 years or younger. Our research suggests that the key target market for our product are employees responsible for making decisions about

office product purchases between the ages of 25-54. The ad is targeted primarily at that market.

Consistent with the rating ascribed to the ad, it is not aired before 8.30am during weekdays, nor is it aired before 7.00pm during the peak evening period.

2.5 Advertising or Marketing Communications shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided.

The ad does not contain any strong or obscene language.

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

We do not believe that the ad depicts material that is contrary to prevailing community standards on health and safety.

We believe that an ordinary person has the ability to make a sensible judgement about the risks involved in everyday activities such as photocopying and printing and would act accordingly.

2.7 Advertising or Marketing Communications for motor vehicles shall comply with the Federal Chamber of Automotive Industries Code of Practice relating to Advertising for Motor Vehicles and section 2.6 of this Code shall not apply to advertising or marketing communications to which the Federal Chamber of Automotive Industries Code of Practice applies.

Not applicable.

2.8 Advertising or Marketing Communications for food or beverage products shall comply with the AANA Food & Beverages Advertising & Marketing Communications Code as well as to the provisions of this Code.

Not applicable.

I trust the above explanation is sufficient for the Board to make its determination about this advertisement.

THE DETERMINATION

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

The Board noted the complainants' concerns that this advertisement is degrading to women in its portrayal of a female worker wearing a low cut dress.

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

The Board first 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, sex, age, sexual preference, religion, disability or political belief.'

The Board noted that the advertisement is set in an office environment and shows office staff running around in panic when a printer turns in to a transformer. The Board noted that one of the female office staff is wearing a black dress which accentuates her chest.

The Board noted the complainant's concern that the advertisement is degrading to women in its portrayal of the female worker in the low cut dress, however the Board considered that the woman's clothing was a reference to a character from the movie Transformers and was not indecently low cut and not out of place in the context depicted. The Board noted that the woman is shown running in the advertisement and considered that this was in keeping with the 'panic' theme of the staff reacting to the transformer/printer. The Board considered that the advertisement was not degrading to women.

Based on the above the Board determined that, in this instance, the advertisement did not depict any material that discriminated against or vilified any person or section of society. The Board determined that the advertisement did not breach Section 2.1 of the Code.

The Board noted Section 2.2 of the Code which requires that 'advertising or marketing communications not use violence unless it is appropriate in the context of the advertised product or service.'

The Board noted the advertisement is linked to the movie Transformers and considered any violence depicted in the advertisement is exaggerated and fantastical and was relevant to the movie that was co-promoted with the copy paper and was not inappropriate in this context.

The Board determined that the advertisement did not breach Section 2.2 of the Code as it does not depict or condone violence.

The Board then considered whether the advertisement complied with Section 2.3 of the Code. Section 2.3 states: '...shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone'.

The Board considered that the advertisement did not depict any sexual imagery or activity and was not inappropriate for its PG rating.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.3 of the Code.

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