



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

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| 1. Case Number : | 0226-19 |
| 2. Advertiser : | Cece Crash Repairs |
| 3. Product : | Automotive |
| 4. Type of Advertisement/Media : | Poster |
| 5. Date of Determination | 24-Jul-2019 |
| 6. DETERMINATION : | Dismissed |

ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity

DESCRIPTION OF ADVERTISEMENT

This advertisement depicts the text "RIM JOBS...Colour changes and repairs to your damaged rims". Two images of wheels are included, one with a winking face emoji and one with a tongue out emoji in the centre of the wheel.

THE COMPLAINT

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

The reference to a 'rim job' is slang for someone performing a sex act ie licking someone's anus (ring). This is smutty advertising in a suburban street. It is trying to be witty when in fact it is just vulgar.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.



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 concern that the advertisement contains a reference to a sex act which is not appropriate for the setting.

The Panel viewed the advertisement and noted the advertiser did not provide a response.

The Panel noted that the poster advertisement features the text "RIM JOBS...Colour changes and repairs to your damaged rims". Two images of wheels are included, one with a winking face emoji and one with a tongue out emoji in the centre of the wheel.

The Panel 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 Panel considered whether the advertisement contained sex, sexuality or nudity.

The Panel considered that the advertisement did not contain a depiction of people, and therefore did not contain nudity.

The Panel considered whether the advertisement contained sex. The Panel noted the dictionary definition of sex most relevant to this section of the Code of Ethics is 'sexual intercourse; sexually stimulating or suggestive behaviour.' (Macquarie Dictionary 2006).

The Panel noted the complainant's concern that 'rim job' is slang for someone performing a sex act, and that this reference is inappropriate.

The Panel considered that 'rim job' is a reference to a sex act and that the advertisement did contain sex.

However, the Panel considered that the primary meaning is a reference to rim repairs by the business, and that the reference is a double entendre.

The Panel noted the definition of sexuality includes 'sexual character, the physical fact of being either male or female; The state or fact of being heterosexual, homosexual or bisexual; sexual preference or orientation; one's capacity to experience and express sexual desire; the recognition or emphasising of sexual matters'. The Panel noted that the use of male or female actors in an advertisement is not of itself a depiction of sexuality.



The Panel considered that a reference to a sex act could be considered a recognition or emphasis of sexual matters and that the advertisement did contain sexuality.

The Panel then considered whether the advertisement treated the issue of sex and sexuality with sensitivity to the relevant audience.

The Panel considered the meaning of 'sensitive' and noted that the definition of sensitive in this context can be explained as indicating that 'if you are sensitive to other people's needs, problems, or feelings, you show understanding and awareness of them.'

(<https://www.collinsdictionary.com/dictionary/english/sensitive>)

The Panel noted that the requirement to consider whether sexual suggestion is 'sensitive to the relevant audience' is a concept requiring them to consider who the relevant audience is and to have an understanding of how they might react to or feel about the advertisement – the concept of how subtle sexual suggestions is or might be is relevant to the Panel considering how children, and other sections of the community, might consider the advertisement.

The Panel noted that this poster advertisement was on an exterior wall of the business. The Panel considered that the relevant audience would therefore be staff and customers and that this last group may include people with their children.

The Panel considered the use of the double entendre that many members of the community would not recognise the term 'rim job' or know the sexualised meaning, especially children. The Panel considered the phrase was clearly in conjunction with an image of tyres and in the context of a business that provides a service related to wheel rims. The Panel noted that the advertisement featured a winking face emoji and one with a tongue out emoji and considered that while this did allude to the sexually suggestive double entendre in the advertisement, many people viewing the advertisement would not take offense to the phrase used in this context.

The Panel considered that the reference to rim jobs in the context of a business associated with wheel rims would not be considered confronting by most members of the community and considered that the sexual suggestion in the advertisement was a double entendre that would not be understood by a lot of people and that therefore this had been treated with sensitivity to the relevant broad audience.

The Panel considered that this advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.