



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0240/17</b>
<b>2</b>	<b>Advertiser</b>	<b>Goondiwindi car wash</b>
<b>3</b>	<b>Product</b>	<b>Professional Service</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Billboard</b>
<b>5</b>	<b>Date of Determination</b>	<b>07/06/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - general

## DESCRIPTION OF THE ADVERTISEMENT

The text on the billboard reads Goondiwindi Car Wash. Have you washed you flaps lately?

## THE COMPLAINT

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

*If this is deemed unacceptable advertising, please would you contact Goondiwindi Car Wash on this matter?*

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

The Board noted the complainant’s concerns that the advertisement is sexual vilification and is unacceptable.

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

The Board 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 Board noted this billboard advertisement features text against an image of the sky: “Goondiwindi Car Wash. Have you washed your flaps lately?”

The Board noted the complainant’s concern that the advertisement features content which amounts to sexual vilification of women.

The Board noted that the word ‘flaps’ can be a colloquial reference to a vagina. While some members of the community could find the content to be offensive in the Board’s view it is bad taste but is not vilifying of women.

The Board determined that the advertisement did not breach Section 2.1 of the Code.

The Board 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 the complainant’s concern that the content of the advertisement is unacceptable. The Board noted that ‘flaps’ can have another meaning however the Board considered that motor vehicles also have flaps therefore in the context of an advertisement for a car wash the most likely interpretation is that the advertisement is making reference to cleaning your motor car. The Board acknowledged the innuendo employed by the advertisement but considered that, although tasteless, it was relatively mild and unlikely to be understood by children or by some adults.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and 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.

