



Case Report

1	Case Number	0245/15
2	Advertiser	Mitsubishi Motors Aust Ltd
3	Product	Vehicle
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	24/06/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a group of people taking part in an instructor-led yoga class outdoors. A man is chastised by his female partner for appearing to be checking out the bottom of the lady in front of him. We then hear the beep of a car horn and see a blue Mitsubishi being lowered to the ground behind the instructor, crushing a display stand. The man says, "It's a Mitsi?" and we see a group of men inside the car, one of whom replies, "Yeah! Well let's go!" The man runs over and gets in to the car and we see it driving in various outdoor locations.

The final text on screen reads, "The best Triton ever has landed".

THE COMPLAINT

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

I believe this ad is very sexist as it shows the women doing a typical "girly activity" and the man having to "endure" this "silly activity" as it is presumed his partner has forced him into it. I believe this ad is very demeaning to women, labeling them as controlling and boring. It is disgusting and very derogatory to females. Totally sexist.

THE ADVERTISER'S RESPONSE

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

A gentlemen who is awkwardly for the first time participating in a Yoga class with his partner is positioned in the second row to the side of the first row participant. In a natural yoga move he bends forward and awkwardly looks ahead. His partner (positioned to his right) corrects his movement by advising him he should be looking down and not ahead. This yoga move is in no way designed to discriminate, vilify, exploit or downgrade any participant within the class nor anyone watching the commercial. Hence, we do not believe it contravenes section 2 of the AANA code of ethics.

THE DETERMINATION

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

The Board noted the complainants’ concern that the advertisement is sexist in its depiction of a man staring at a woman’s bottom during a yoga class and its suggestion that men would have to endure this ‘typical girly activity’.

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 television advertisement features an outdoor yoga class which is interrupted by a Mitsubishi lowered to the ground behind the instructor.

The Board noted the complainant’s concerns that a man is shown staring at the bottom of the woman in front of him before his partner catches him looking.

The Board noted it had previously dismissed complaints about an advertisement which featured women admiring men who were working out (0416/12) where:

“The Board noted that the advertisement features two young women getting up early so they can sit in their car admiring men doing bootcamp exercises.

The Board noted that whilst the women are shown to be keen to admire the men as they work out, as soon as the women think they have been spotted by the men they try and hide. The Board considered that the overall tone of the advertisement was humorous rather than predatory and that the women are presented in a manner which is appreciative of the men rather than as threatening towards them.

The Board noted that all actors in the advertisement are fully clothed in a manner appropriate to their activities and considered that the men are portrayed as strong and confident.”

In the current advertisement, the Board noted that the man’s glance at the woman in front’s bottom is very fleeting and considered that the overall scene is consistent with how someone unfamiliar with yoga moves might behave in a yoga class. The Board noted that the yoga moves portrayed are realistic and considered that the man is portrayed in a humorous manner rather than as a sexual voyeur. The Board noted the complainant’s concern that the women are portrayed as doing a ‘girly activity’ which the man has to endure because his partner is ‘controlling and boring’ but considered that this interpretation is unlikely to be shared by the broader community. The Board considered that the most likely interpretation is that the man is uncomfortable doing the yoga and welcomes the chance to leave the class when his mates arrive, but there is no suggestion that he was forced to go by his partner or that his partner is controlling him.

The Board 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 their gender.

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

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