



Ad Standards Community Panel
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Case Report

1. Case Number :	0252-21
2. Advertiser :	Wet Pussy Shot
3. Product :	Alcohol
4. Type of Advertisement/Media :	Internet - Social - Facebook
5. Date of Determination	8-Sep-2021
6. DETERMINATION :	Upheld – Modified or discontinued

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification
AANA Code of Ethics\2.2 Exploitative or Degrading

DESCRIPTION OF ADVERTISEMENT

This sponsored Facebook advertisement from the Wet Pussy Shot page features an image of three Wet Pussy bottles and the phrase "Let's get wet". The caption to the post states, "Introducing the original & favourite shot now bottled for your enjoyment. Get a bucket and a mop because we are now shipping Australia wide! A smooth blend of peach, cranberry and lime, it's the perfect shot to get any party started
Ready to be naughty with a little bit of nice?
Shop here >> <http://www.wetpussyshot.com.au/>"

THE COMPLAINT

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

Both the name of the drink and the accompanying slogan, referencing women's vaginal lubrication during sexual arousal, are sexist, demeaning and disrespectful to women. They objectify women by reducing women to a single sexualised body part ("pussy") and dehumanises them in reducing them to a sexual function. It encourages discrimination and sexual harassment of women.

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 is sexist, demeaning and objectifies women.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

Concerns about the product name and packaging

The Panel noted the complainant's concern that the name of the drink is sexist, demeaning and disrespectful to women.

The Panel noted the definition of advertising in the Code is:

(a). any advertising, marketing communication or material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer,

- over which the advertiser or marketer has a reasonable degree of control, and*
- that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct,*

(b). but does not include:

- labels or packaging for products*
- corporate reports including corporate public affairs messages in press releases and other media statements, annual reports, statements on matters of public policy*
- in the case of broadcast media, any material which promotes a program or programs to be broadcast on that same channel, station or network.*

The Panel noted that product packaging is outside of the definition of advertising which can be considered under the Code.

The Panel also noted that it is reasonable for an advertiser to include the name of its product in its advertising, and that it is not the role of the Panel to regulate the names of products or businesses.



However, the Panel noted that the context in which the product name and packaging is used in advertising, in particular the accompanying text, does fall within the Panel's jurisdiction, and this is what is being considered under the Code.

Section 2.1: Advertising or Marketing Communication 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, gender, age, sexual preference, religion, disability, mental illness or political belief.

The Panel noted the AANA Practice Note which provides guidance on the meaning of:

- Discrimination - unfair or less favourable treatment
- Vilification - humiliates, intimidates, incites hatred, contempt or ridicule
- Gender - refer to the attributes, roles, behaviours, activities, opportunities or restrictions that society considers appropriate for girls or boys, women or men. Gender is distinct from 'sex', which refers to biological differences.

Does the advertisement portray people or depict material in a way which discriminates against or vilifies a person on account of gender?

The Panel noted the complainant's concern that the advertisement is sexist, demeaning and disrespectful to women.

The Panel noted that a wet pussy shot is a drink that has been available from bars and clubs for decades and the name of the product is a reference to it. However, the Panel noted that the name of the product does draw attention to female sexual arousal and uses a slang term for a woman's genitals that a large portion of the community would find offensive and demeaning.

The Panel noted the advertisement also included the phrase "bring a bucket and a mop". The Panel considered that this phrase contains a suggestion that something is unclean or messy, and is a strong suggestion that female arousal is something which can be exaggerated and mocked.

The Panel considered that the name of the drink in combination with the gross exaggeration of female arousal is a portrayal which vilifies a section of the community on account of gender in that it humiliates and incites contempt.

Section 2.1 conclusion

Finding that the advertisement did portray material in a way which discriminates against or vilifies a person or section of the community on account of gender, the Panel determined that the advertisement did breach Section 2.1 of the Code.

Section 2.2: Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people.



The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

Does the advertisement use sexual appeal?

The Panel noted the name of the brand and product ‘wet pussy shot’ in conjunction with the line ‘ready to be naughty with a little bit of nice’, was a reference to sexual arousal and sexual matters which would constitute sexual appeal.

Does the advertisement use sexual appeal in a manner that is exploitative?

The Panel noted that the advertisement did not contain a depiction of women, and therefore did not depict anyone as an object or commodity.

The Panel considered that the advertisement did not employ sexual appeal in a manner which is exploitative of women.

Does the advertisement use sexual appeal in a manner that is degrading?

The Panel considered that the name of the product was directly related to female sexual arousal. The Panel considered that this in conjunction with the phrase ‘Get a bucket and a mop’ was a portrayal of female arousal in a way which reduced women to a singular body part and suggested through gross exaggeration that there was something vulgar, messy or unclean about female arousal.

The Panel considered that the advertisement as a whole did employ sexual appeal in a manner which is degrading of women.

Section 2.2 conclusion

Finding that the advertisement did employ sexual appeal in a manner which is degrading of women, the Panel determined that the advertisement did breach Section 2.2 of the Code.

Conclusion

Finding that the advertisement breached Sections 2.1 and 2.2 of the Code, the Panel upheld the complaint.

THE ADVERTISER’S RESPONSE TO DETERMINATION

Though we disagree that the ad creative was created in the context that has been brought forward we have assessed internally with our team and since deleted the ad.

**ABAC Code**

The Panel noted that advertisements about alcohol products may be considered against the provisions of the AANA Advertiser Code of Ethics as well as the Alcohol Beverages Advertising Code Scheme (ABAC). The Panel noted that complaint/s in this case were referred to ABAC for assessment. The Panel noted that the ABAC Responsible Alcohol Marketing Code (ABAC Code) is an alcohol specific code of good marketing practice and has specific standards which apply to the promotion of alcohol products. The Panel further noted that it can only consider complaints about alcohol advertising under the concept of prevailing community standards as set out by the AANA Code of Ethics. The Panel noted that the advertisement may be considered by the ABAC Chief Adjudicator or the ABAC Adjudication Panel applying the ABAC Code, as well as this determination under the Code of Ethics.