



Case Report

1	Case Number	0262/16
2	Advertiser	Isuzu UTE Australia Pty Ltd
3	Product	Vehicle
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	22/06/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Age
- 2.1 - Discrimination or Vilification Other
- 2.6 - Health and Safety Bullying (non violent)

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens on a close up of a man on a building site, he is dressed in hi-vis and a hard hat. He is looking around a little confused. The camera starts slowly pulling away as if we are driving away from the building site. We cut to a tradie driving in a D-MAX. A smile spreads across his face as he drives away. We then cut to montage footage of the Isuzu D-MAX in a variety of off and on road scenarios.

THE COMPLAINT

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

Encourages the discrimination and bullying suffered by apprentices.

This ad denigrate a young apprentice, bullying bullying. How about more support for our young people. The ad is supposed to be about a motor vehicle, which I couldn't care less about.

It's just a put down of all apprentices or young people who are learning to do their job. It's negative and has a bullying tone. Very demeaning.

THE ADVERTISER'S RESPONSE

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

With regards to the complaints that raised issues under Section 2 the AANA Advertisers Code of Ethics, IUA would like to acknowledge that bullying is a very serious issue. It was never, and absolutely would never be, IUA's intention to illustrate a scenario that depicts bullying.

According to the Australian Government website dedicated to the issue, bullying is defined as; "an ongoing misuse of power in relationships through repeated verbal, physical and/or social behaviour that causes physical and/or psychological harm. It can involve an individual or a group misusing their power over one or more persons." This is not what the advertisement depicts.

The objective of the advertisement is to depict a worker leaving a tough work week behind, which is illustrated using references to humorous gaffes made by his apprentice. The advertisement does not demonstrate a misuse of power in their working relationship to denigrate the apprentice character, nor promote, illustrate or condone bullying of any type. The advertisement does not depict any verbal, physical and/or social behaviour abuse towards the apprentice character. At no point do we infer or illustrate confrontation, workplace pranks, or aggression of any description towards the character in question. The actions of the apprentice described in the voice over are of the character's doing and not influenced by anyone else. The voice over merely lists several comical and nonsensical events that helped form the background to a difficult week from which the worker is departing, and is delivered with light-hearted intent.

Whilst we respect that the complainants have personal opinions regarding the advertisement, IUA does not believe the scenario depicted is an example of bullying.

IUA will address all parts of Section 2 of the AANA Code of Ethics in relation to the advertisement:

Section 2.1

This advertisement does not discriminate against or vilify against any person or group.

The advertisement does not portray people or depict material in a manner that 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.

IUA submits that the advertisement is not in breach of Section 2.1 of the Code.

Section 2.2

The advertisement does not contain any sexual references or content or employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

Section 2.3

The advertisement does not contain any violence.

Section 2.4

The advertisement does not contain any sexual references or nudity.

Section 2.5

The advertisement does not contain any strong or obscene language.

Section 2.6

The advertisement does not depict any unsafe, harmful or dangerous behaviour or depict material contrary to Prevailing Community Standards on health and safety.

IUA rejects the complainants' assertions that it encourages bullying in any form.

IUA submits that the Advertisement does not promote bullying and is not in breach of Section 2.6 of the Code.

IUA submits that the Complaint should be dismissed.

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' concerns that the advertisement depicts negative and demeaning toward young apprentices which amounts to bullying.

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 that this television advertisement shows a young tradie, described by the voice over as the world's worst apprentice, before we see the tradie's supervisor/boss drive off in his Isuzu Ute for the weekend.

The Board noted the complainants' concerns that referring to the young tradie as the 'world's worst apprentice' is negative and demeaning to all apprentices or young people.

The Board noted that the voice over describes some of the mistakes the apprentice has made and considered that the focus is clearly on this particular tradie and is not a generalisation about all tradies or apprentices. The Board noted the reference to 'world's worst apprentice'

and considered that this phrase is given context by the descriptions of the young employee's actions and that by referring to him as the worst the implication is that other apprentices are better.

The Board considered that overall the advertisement does not suggest that all apprentices are bad or that young people in general are bad.

The Board considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person on account of their age or occupation.

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

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted the complainants' concerns that the advertisement has a 'bullying tone'.

The Board noted that we do not see the older tradie interacting with the young apprentice and considered that the older tradie's smile as he drives away is clearly in the context of leaving work, and leaving behind any associated pressures or frustrations, for the weekend. The Board noted that the voice over is intended to represent the older tradie's thoughts on his apprentice but considered that there is no indication that these thoughts are shared with the apprentice. The Board acknowledged that the issue of workplace bullying is a serious community concern but considered that in this instance there is no suggestion that the older tradie treats the apprentice in a negative or bullying manner.

Overall the Board considered that the advertisement did not depict, encourage or condone bullying behaviour toward young people or apprentices.

The Board considered that the advertisement did not depict material contrary to Prevailing Community Standards on bullying behaviour.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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

