



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0265/16</b>
<b>2</b>	<b>Advertiser</b>	<b>Michael Roach Financial Services</b>
<b>3</b>	<b>Product</b>	<b>Finance/Investment</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Radio</b>
<b>5</b>	<b>Date of Determination</b>	<b>22/06/2016</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.1 - Discrimination or Vilification Gender

## DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a man asking his wife where his Super paperwork is. His wife responds to say to look in the drawer and when he replies that he is, his wife tells him to "Have a real look, not a man look!"

A voice over then says, "If you've worked in more than one job, chances are you've got more than one super fund – and a casual 'man look' may not be enough to find it all. So let Michael Roach Financial Solutions hunt down every lost super fund in your name."

## THE COMPLAINT

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

*It's sexist. The line: "Don't have a man look" is demeaning to men. It supports stereotypes.*

## THE ADVERTISER'S RESPONSE

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

*We don't believe the term "man look" is demeaning to men. We have canvassed many opinions on this with no concern regarding the term as it is more so a commonly used phrase. We definitely do not intend to be demeaning to men.*

## **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 complainant’s concerns that the advertisement makes reference to taking a ‘man look’ which is a demeaning, male stereotype.

The Board reviewed 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 radio advertisement features a woman telling her husband to “have a real look, not a man look” when he says he can’t find something.

The Board noted it had previously considered similar complaints about references to women in radio advertisements in case 0409/13 where:

“The Board noted that there are three versions of this radio advertisement and that each version features a male voice over describing tasks that some ‘others’ can’t do such as keep quiet whilst watching footy, eat carbs and have one mood all the time.

The Board noted the complainant’s concerns that the advertisement compares men and women in a manner which suggests that men are superior.

The Board noted that whilst the advertisements do not explicitly say that women are unable to do the listed tasks the Board considered that the reference to ‘others’ would most likely be interpreted as ‘women’ by most members of the community.

A minority of the Board considered that the advertisement was mocking women and that the comparisons used in the advertisements were a repetition of negative stereotypes and were in breach of Section 2.1.

The majority of the Board however considered that the overall tone of the advertisement was humorous and that whilst the advertisement uses gender stereotypes they are superficial and do not get to the heart of what women are. The Board considered that the comparisons made between men and ‘others’ were not discriminatory and tended to make the men’s comparisons appear superficial and undesirable. “

In the current advertisement the Board noted that the male voice over also makes reference to not having a ‘man look’ and considered that using both genders to make this comment

lessens the impact. The Board noted that the scenario of a man asking his wife or partner to help him look for something is a scenario which would be familiar to many couples and considered that while the references to having a 'man look' in the advertisement do play on a gender stereotype the overall tone is light-hearted and humorous rather than demeaning.

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 complaint.