



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0273/18
2	Advertiser	Payless Tyres
3	Product	Automotive
4	Type of Advertisement / media	Outdoor
5	Date of Determination	20/06/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.2 - Objectification Degrading - women
- 2.2 - Objectification Exploitative - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This billboard advertisement shows a woman in black high heels, knee high socks and a black one piece swimsuit or bodysuit sitting behind a tyre and a wheel rim.

THE COMPLAINT

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

My issue is the dress and repose of the woman pictured on the ad. The same girl is picture on the banner of the building, as can be viewed on their website:

<http://paylesstyres.net/>

She is provocatively dressed, objectifyingly so and I believe that the connotation is inappropriate and unnecessary for an automotive service supplier. Their need to place a sexualized woman on their façade and advertising is distasteful for the general public who see this ad.



THE ADVERTISER'S RESPONSE

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

I put that sign there 2 or 3 years ago, but before I did I checked with a number of different age groups between 20 yr old and 60 yr old male and female clients. Also I have a few nuns that come in for tyres every now and then which so happened one came in around that time and I also asked her. None of the people I asked said they would be offended by the add, sister said "well she's got all her clothes on I don't see anything wrong with that". The female pictured in the advert sign is clothed, sitting around some wheels, tyres etc. Nothing offensive. I apologise if I offended somebody but honestly I don't think the sign is rude or offensive.

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 features a provocatively dressed woman who is objectified and is not relevant to the advertised service.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: "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.

The Panel noted this billboard advertisement features a woman in black high heels, knee high socks and a black one piece swimsuit or bodysuit sitting behind a tyre and a wheel rim.

The Panel noted the complainant's concern that the advertisement objectifies the



woman shown next to the tyres and is unnecessary for an automotive service supplier.

The Panel considered that there is no specific focus on the woman's body parts, and she is mostly behind the tyres in the advertisement.

The Panel noted that the woman in the advertiser is not shown in a sexual pose and considered that the image is small and is not the focus of the overall advertisement.

The Panel noted that the inclusion of the woman in the advertisement is not directly relevant to the advertised products and services but considered that the woman is clearly not the focus of the advertisement and the advertisement does not meet the threshold of using sexual appeal in an exploitative or degrading manner.

The Panel determined that the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people, and did not breach Section 2.2 of the Code.

The Panel then 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 Panel noted that the billboard advertisement is located outside a car wash facing the road and that the audience for this advertisement could be broad and would likely include children.

The Panel noted the complainant's concern that the advertisement shows a provocatively dressed woman which is not relevant to the product of an automotive service supplier.

The Panel considered that the woman in the advertisement is not shown in a sexualised position or pose and noted that there is no nudity shown.

The Panel considered that there was no depiction of sex, sexuality or nudity in the advertisement.

The Panel considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.

