



Case Report

1	Case Number	0288/11
2	Advertiser	Woolworths Supermarkets
3	Product	Retail
4	Type of Advertisement / media	TV
5	Date of Determination	10/08/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Sex

DESCRIPTION OF THE ADVERTISEMENT

Various people stand inside or outside branches of Woolworths and say "this is my Woollies". In one scene a girl says, "I love all the cute boys around here" and we then see a young male Woolworths employee.

The final shot is of the Woolworths logo.

THE COMPLAINT

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

One of the lines toward the end of the ad is of a young female saying "I like all the young boys there" or words to that effect followed by the image a smiling shelf stacker.

My issue with this is had the gender of the actors been reversed it would be pulled for objectifying females sexism and so forth. Can we please see some actual equal rights in play here?

THE ADVERTISER'S RESPONSE

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

As stated previously, Woolworths takes its advertisement obligations very seriously. It is Woolworths' submission that the complaint should be dismissed and no further action taken in the matter.

THE DETERMINATION

The Advertising Standard Board ('the Board') considered whether the advertisement complied with the AANA Code of Ethics ('the Code').

The Board noted the complainants' concerns that this advertisement objectifies men.

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

The Board first 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, sex, age, sexual preference, religion, disability or political belief.'

The Board noted that the advertisement shows various customers referring to their local Woolworths supermarket by saying, "that's my Woollies" and one of the female customers adds that she loves "all the cute boys around here" and we see a young male Woolworths employee.

The Board considered that the young woman's comment regarding the cute boys was a cheeky and playful comment which does not in itself objectify males. The Board noted that following the comment we see a young male employee smile and shake his head. The Board considered that the employee's response to the comment was one of embarrassed appreciation and was in keeping with the light hearted tone of the advertisement.

The Board considered that the advertisement did not depict any material which objectified or discriminated against men or women.

Based on the above the Board determined that, in this instance, the advertisement did not depict any material that discriminated against or vilified any person or section of society. 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.

