



Case Report

1	Case Number	0289/14
2	Advertiser	Sexy Scissors
3	Product	Beauty Salon
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	27/08/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A female voiceover describes the services offered at Sexy Scissors, a Barber's Shop: men can be groomed by elite stylists. The voiceover is accompanied by images of the stylists wearing outfits such as a tartan mini skirts and cropped shirts tied at the chest or Policewoman outfits with short skirts, shirts open to reveal cleavage and matching hats.

THE COMPLAINT

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

The females are dressed to objectify women in a way to entice men with sex. My main issue is the young blonde in the police outfit, named Chloe is only 16 years of age and is being objectified to men. Her mother owns the shop and this to me is abusive to use her 16 yo in this manner.

THE ADVERTISER'S RESPONSE

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

As the owner of Sexy Scissors I wish to respond to the complaint made about my business.

Firstly I would like to advise you that advert will cease in the first in September approximately three weeks' time. Should I re-run another advert I will not be using the image of my 16 year daughter as I do want such disrespectful comments made about in the future.

I would like to state the complaint is totally false of what services my business offer.

We do not offer sex to men or any sexual services of any kind.

We do not objectify women to men.

My advert does not appear on channel 10 or 9, it appears on channel 1

The advert is M rated therefore appears after 8:30 and has national CAD rating and approval.

Further facts:

Yes this is my daughter and she is 16 years old. She is of legal consent for sex, of age for her learners licence and is working full time, therefore not a student or a minor. Just because she is my daughter does not mean I am abusive to her, she works in the business of her own free will.

We do not just offer services only to men, our business has many female clients.

We are a theatrical barber shop, nothing more.

I find the timing of the complaint interesting as it coincides with a dismissal of an employee.

Only a handful of people know this is my daughter and her age, I feel this is a personal attack.

The ad has been running for almost six months without a complaint.

Please advise the complaint person should they wish to stop hiding behind their anonymity and they find the advert so offensive and continue to make false claims about what services my business offers, I will gladly seek legal action.

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 features a sixteen year old girl wearing sexy outfits which are objectifying and inappropriate.

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

The Board then 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 and degrading of any individual or group of people."

The Board noted the advertisement features a series of images of staff who work at Sexy Scissors and who are wearing outfits such as tartan mini-skirts and cropped shirts or Policewomen outfits.

The Board noted the advertiser's response that they are a 'theatrical barber shop'. The Board noted that the stylists wear different themed costumes in lieu of uniforms.

The Board it had previously dismissed complaints about an advertisement featuring a woman wearing lingerie in a tyre fitting shop in case 0380/13 where:

"...the Board considered that the woman struts into the workshop in a very confident and empowered way and that she is very aware of the attention that she is drawing to herself...

The Board noted that the woman deliberately dressed in a manner that will attract the attention of the employees of the workshop and that she appears to be enjoying the attention of the men who work there. The Board considered that although the advertisement does use sexual appeal, it is not portrayed in a manner that is exploitative and degrading to women."

In the current advertisement the Board noted that the Barber shop is advertising itself as 'the eye candy salon' and a 'classy, fun and theatrical Barbers'.

The Board noted that the women in the advertisement are wearing clothing consistent with the theme of the salon and considered that whilst some members of the community could find the idea of women wearing such clothing to cut men's hair to be inappropriate in the Board's view the women are not presented in a manner which is exploitative and degrading.

The Board determined that the advertisement did not breach Section 2.2 of the Code.

The Board 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 Board noted it had previously dismissed an advertisement featuring images of women in low cut tops in case 0271/13 where: "The Board noted that the three barmaids are wearing low cut tops which reveal their bra tops and/or straps and considered that whilst some members of the community could disapprove of this style of dress in the Board's view the level of cleavage on display is consistent with the style of dress you can see every day on the street. The Board noted that whilst the women in the advertisement invite viewers to join them for some fun the Board considered that this invitation is open to a range of interpretations and in conjunction with a promotion for a venue which offers pool competitions the overriding message is to come to the hotel and the overall tone of the advertisement is not overtly sexualised or inappropriate."

In the current advertisement the Board noted that the women depicted are not showing any of their private areas and considered that the level of nudity is relatively mild.

The Board noted the complainant's concern regarding the age of one of the women in the advertisement and noted the advertiser had confirmed that her 16 year old daughter is one of the women featured in the advertisement. The Board noted the poses of all the women in the advertisement and considered that whilst they are presented as young women, they do not appear childlike. The Board considered that their poses are mildly sexualised but that their clothing and the manner in which they are presented are relevant to the service being advertised.

The Board noted that the advertisement had been rated 'M' by CAD and considered that the content of the advertisement was not inappropriate in the context of the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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

dismissed the complaint.