



Case Report

1	Case Number	0296/10
2	Advertiser	Ultra Tune Australia
3	Product	Professional services
4	Type of Advertisement / media	TV
5	Date of Determination	14/07/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

A female customer drives a vehicle into an Ultra Tune Centre for a service. The mechanics look on admiringly and advise the customer not to hurry back. They are then shown stroking the car appreciatively whilst a male voiceover says, "Ultra Tune. We love cars so much. That's why more people are getting their new car serviced at Ultra Tune ... And keeping their new car warranty. "

THE COMPLAINT

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

I find great offense to the ultra tune car service ad - very sexist.

Either they love the model of the car or they love their work: either way - would they react that way if a man brought in the same car? I don't think so.

I would like to see this ad removed. I'm sure they could show their car concern in other ways.

THE ADVERTISER'S RESPONSE

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

We believe that the complaint is unjustified for the following reasons:

- 1. The real focus of the advertisement is to humorously show that we care about looking after customers' vehicles (regardless of whether the customer is male or female). We believe that the general public views the advertisement on the same basis.*
- 2. The tongue-in-cheek humour is achieved by alluding to the mechanics looking at the female customer when they were actually looking at her motor vehicle. However, the advertisement in no way degrades the female customer. The actress is dressed in appropriate modern clothing and is otherwise portrayed as a happy normal person who needs their vehicle serviced. She is at all times treated and spoken to with respect by the mechanics in the advertisement.*
- 3. Whilst the advertisement could also have had a male customer, women deliver many of our customers' vehicles to us (as a generalisation). The advertisement's secondary purpose is to promote the friendliness and non-intimidating environment our workshops can be to our female customers. The mechanics are shown to speak to the female customer with respect and without sexism.*
- 4. The "kissing" of the vehicle at the end of the advertisement is an over-the-top display (in accordance with the humour nature of the advertisement as a whole) of the care and attention we put in to the servicing of motor vehicles. It is no different from sportsperson "kissing" the trophy or award they have just won; in our case we have "won" the opportunity to look after this customer's vehicle. The "kissing" is not suggestive that our mechanics desiring to love the actress or their work.*
- 5. The advertisement was first broadcasted in December 2006. Since then it has been broadcasted periodically over the years. During the times of broadcast we have not received any other complaint regarding any allegation of sexism of the advertisement. Ultra Tune takes seriously its obligations to the community regarding the portrayal and treatment of women. Ultra Tune treats all its customers (whether male or female) equally.*

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2.1 of the Advertiser Code of Ethics (the "Code").

The Board considered the complainant's concerns that the advertisement is sexist.

The Board noted that the advertisement depicts men fawning over a car that has been brought in to be serviced and that they pay no attention to the attractive woman who has brought the car in.

The Board considered that this advertisement is a parody of a car advertisement or other advertisement which depicts men with attractive women. In the Board's view the advertisement is intended to be a humorous parody of a sexist advertisement. The Board considered that the advertisement did not demean women and did not constitute discrimination or vilification of women and that the advertisement was not in breach of section 2.1 of the Code.

The Board considered that depicting the men in a stereotypical role fawning over a car – instead of a woman, was humorous and not demeaning to or discriminatory of men. The Board determined that the advertisement did not discriminate against men and 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.