



Case Report

1	Case Number	0308/14
2	Advertiser	Edwards Mowers Repairs
3	Product	Hardware/Machinery
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	27/08/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

Three men are sitting on a tree trunk and a white ute pulls up. A man gets out with a chainsaw and walks out of shot. We see the female passenger of the ute leaning against the door whilst the men on the log make comments such as "look at the body on that" and "I bet she'd go for hours".

We then hear the chainsaw being used and the camera pans back to reveal that the men were looking at, and commenting on, the chainsaw.

THE COMPLAINT

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

The comments by the men are both sexual and degrading in nature. They are looking at the woman when they state

Look at the body on that

I bet she will go for hours.

I find this to be extremely offensive.

THE ADVERTISER'S RESPONSE

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

This is the first time that I have been involved in making a TV Commercial.

Myself and the Producer were led to believe that this was approved and classified by CAD and scheduled not during children programs etc.

It was scheduled for mature programs where there is a lot more risqué, sexist, and general offensive content more so than this TV commercial.

The ad campaign ran on Prime, there was 1 x 15 sec and 1 x 30 second, for 2 weeks 17th week of July and the 24th week of July.

I did notice the complaint that was made did get viewed at 10pm at night and also said the advertiser was Stihl which is wrong it is Edwards Mower Repairs.

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 complainants’ concerns that the advertisement depicts men making comments about a woman which are sexual, degrading and offensive.

The Board viewed 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 the advertisement features men making comments which appear to be about a woman standing near them before it is made clear they are talking about a chainsaw.

The Board noted that when two of the men make the comments, “Check out the body on that” and “I’d bet she’d go for hours” we briefly see a woman leaning against a ute in front of them and then a third man comments, “Good set of teeth too” and we see that he is looking at the chainsaw being used by the woman’s male partner.

The Board noted that we only catch a brief glimpse of the woman when the first two men are talking and considered that whilst the comments they make could be interpreted as being directed at this woman it is only implied that they are looking at the woman. The Board noted that the third man is clearly depicted as looking at the chainsaw and considered that whilst the first part of the advertisement is open to interpretation regarding the focus of the men’s attention and comments in the Board’s view it is quickly made clear that the focus is

on the advertised product, a chainsaw, and not the woman.

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 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 complaints.