



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

<b>1</b>	<b>Case Number</b>	<b>0314/12</b>
<b>2</b>	<b>Advertiser</b>	<b>Carnival Australia</b>
<b>3</b>	<b>Product</b>	<b>Travel</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>08/08/2012</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.1 - Discrimination or Vilification Gender

### DESCRIPTION OF THE ADVERTISEMENT

We open on two young brothers laughing hysterically on the sofa at home. We zoom into an Ipad screen to see that they are watching their dad. He has been buried in the sand and given seaweed hair and a mermaid body. The boys have put a crab near him, which is crawling menacingly toward his nose.

They move the Ipad to one side, revealing dad, looking over their shoulders. The Dad says "We need some new memories".

We cut back to the ipad revealing the P&O brand circles as graphics:

Blue circle: P&O Cruises. This is how to holiday

Yellow circle: Up to AUD \$150\* cashback per cabin \* Conditions apply. See [pocruises.com.au](http://pocruises.com.au) for details.

### THE COMPLAINT

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

*This ad is demeaning to men and make their physical appearance a reason for mockery. I find these ads sexist and deeply offensive.*

## **THE ADVERTISER'S RESPONSE**

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

*P&O Cruises strongly rejects the allegation that the advertisement discriminates or vilifies the male depicted on the basis of his gender. The advertisement in no way exploits stereotypes or characteristics particular to the male gender in a discriminatory or vilifying manner. Rather, the advertisement portrays a family scene where children are engaging in a playful activity with their father at the beach. The advertisement does not ascribe any particular characteristic to the male. The focus of the advertisement is to encourage the target audience to replace old memories with new, exciting memories by cruising with P&O Cruises. The intent behind the humour in the advertisement is to suggest that older memories may have become embarrassing when viewed in current light. The humorous exchange also occurs between family members and does not purport to apply to the male gender more broadly.*

*P&O Cruises does not accept that the advertisement is sexist in any way. The male depicted in the advertisement could easily be interchanged for a female character without impacting the key message. Accordingly, the advertisement does not relate in any way to characteristics particular to the male gender. Additionally, P&O Cruises does not agree that the advertisement mocks the physical appearance of the male depicted.*

*The relevant audience for the advertisement may be broadly characterised as young families. In P&O Cruises view, it would be understood by any reasonable viewer that the advertisement is not intended to discriminate against or vilify the male gender. The advertisement was reviewed by P&O Cruises Legal Department in accordance with ordinary practice.*

*P&O Cruises does not accept that the advertisement infringes clause 2.1 of the AANA 2012 Code of Ethics ('the Code') nor do we accept that the advertisement breaches prevailing community standards.*

*Having reviewed section 2 of the Code in its entirety, P&O Cruises is of the view that no other provisions are relevant to this complaint.*

## **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 is demeaning to men and highly offensive.

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

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: "Advertising or Marketing Communications shall not portray people 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 depicts two young brothers laughing hysterically at footage on an iPad screen of their Dad. He has been buried in the sand and given seaweed hair and a mermaid body. There is a crab near him, which is crawling menacingly toward his nose. Dad sees what they are watching and says "We need some new memories".

The Board noted the complainant's concerns that the advertisement is sexist and demeaning toward men by intentionally mocking physical appearance.

The Board noted that the images of Dad buried in the sand, is designed to make the situation look as exaggerated and humorous as possible. The Board considered that the footage is very clearly set up or fabricated to appear like the children have buried their Dad in the sand and then filmed it.

The Board noted that the tagline stating “We need some new memories” is spoken by the Dad and suggestive that he is unhappy about the footage and would like it to be replaced by some new images. The Board considered that the Dad does appear to be mildly upset by the ridicule directed at him by his sons but that this type of gentle mocking is consistent with behavior that takes in place in homes and among family members alike and that most members of the community would relate to this behavior and view the situation as humorous and light hearted.

The Board considered that the humorous exchange does not relate to particular characteristics of the male gender, it relates to the Dad being trapped by the sand mermaid and the proximity of the crab. The Board considered that this style of ‘inter-family’ mocking is not discriminatory to the point of vilification.

The Board determined that the advertisement did not discriminate against or vilify any person or section of the community on account of sex and did not breach Section 2.1 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.