



Case Report

1	Case Number	0316/13
2	Advertiser	Metropolitan Motorcycle Spares
3	Product	Automotive
4	Type of Advertisement / media	Print
5	Date of Determination	11/09/2013
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.2 - Objectification Exploitative and degrading - women

DESCRIPTION OF THE ADVERTISEMENT

A half page print advertisement in the Cycletorque magazine featuring an image of a motorbike and a young woman lying on her back on the floor with her hands cupping her breasts. She is naked except for black string tie briefs and black high heeled shoes. The text reads, "Australia's largest wreckers...www.motorcyclewreckers.com".

THE COMPLAINT

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

I object to the irrelevance of the naked woman and the objectification of the woman as "spare parts".

THE ADVERTISER'S RESPONSE

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

*1 - "in a pose suggesting she is inviting sexual advances"
I am afraid I cannot comment on this complaint as this is obviously their opinion and the same could be said of almost any ad containing a women or for that matter a man. A very subjective comment.*

2 - "objectification of the woman as "spare parts" "

The words "spare parts" does not appear any where on the ad so this reference is again in the complainant's interpretation

3 - *As a matter of statistics this ad has been running since March 2013 and the publication (CYCLE TORQUE)*

has a monthly print circulation of 33000 and digital subscription of 5000.They have not received one complaint.

4 - *Please let me know if you require any further information and I trust you will believe me when I say the ad was produced only to gain attention and not to degrade woman in any way , shape or form.*

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 objectifies women and features inappropriate nudity that is not relevant to the product.

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

The Board 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 that the advertisement featured an image of a motorbike and in the foreground, the image of a young woman in a bikini bottom and high heels cupping her naked breasts with her hands.

The Board noted that the advertisement was for services offered by the motorcycle wreckers. The Board noted that the woman was wearing only a bikini bottom and that her hands were covering her breasts.

The Board considered that the pose of the woman in a reclined position in addition to her naked breasts being covered only by her hands was an image that was sexualised and that it had no direct relevance to the product/service. The Board considered that the advertisement used the woman's sexual appeal to draw attention to the advertiser.

The Board considered that the image bore no relevance to the product and that the woman was presented purely as an object to be looked at by readers. The Board further considered that the woman was presented in a sexualised position almost naked and that the depiction of her holding her breasts increased the appearance of the advertisement as being demeaning

and exploitative.

The Board considered that the advertisement did employ sexual appeal in a manner that was exploitative and degrading to women and that it did 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 that the image appeared in an edition of the Cycle Torque magazine and that this magazine is available for free in motorbike stores. The Board agreed that the likely audience for this style of magazine was adults interested in riding or owning a motorbike and that a large proportion of them would be male.

The Board noted that the position of the woman lying in front of the motorbike was a sexualised image. However, the Board considered that the level of sexualisation and of nudity in the advertisement was not inappropriate for the relevant audience of adults who purchased the magazine and that it did not breach Section 2.4 of the Code.

Finding that the advertisement did breach Section 2.2 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

The advertiser indicated to the ASB that their intention was to run the advertisement until December 2013.