



## Case Report

1	Case Number	0316/15
2	Advertiser	Willycrete Pty Ltd
3	Product	House Goods Services
4	Type of Advertisement / media	Transport
5	Date of Determination	12/08/2015
6	DETERMINATION	Upheld - Modified or Discontinued

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

This advertisement features on the back of a ute and depicts a naked woman wearing pink high-heeled boots squatting down and looking over her shoulder. The text reads, "Willycrete or will she. The concrete specialist 55735334 BSA. 1332020".

### THE COMPLAINT

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

*This is pornographic and totally unsuitable for children to be exposed to. It was not possible to avoid having this in my face as I was travelling on a single lane mountain road with double lines all the way until I turned off at my home.*

### THE ADVERTISER'S RESPONSE

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

*Thank you for your correspondence in regard to a complaint received by your department by a member of the public. Please find attached the advertisement in question which is displayed on the rear tail gate of our work vehicle.*

*I work alongside my Partner (Willy), on the Tools, which is quite rare in the Concreting Industry. Our business name Willycrete, is a combination of Paul's nickname and crete which is short for concrete. We decided we needed a catchy phrase and logo to promote our business in order to be competitive in a very competitive market. Thus the picture and the catch phrase Willycrete or will she? (Will he crete or will she). We admit that the picture of a women is a bit risqué but it is in no way meant to offend or to be degrading to women in general.*

*We have been running our concreting business for the last nine years on the Gold Coast. We are Preferred Contractor for the Queensland Government and also Village Roadshow and have never received a single complaint prior to now with the aforementioned advertising displayed on our work vehicle.*

*We therefore leave this response in your hands and we look forward to your reply in consideration of this matter. We will of course act according with any determinations made by your department regarding the resolution of this matter.*

## **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 concern that the image is offensive and degrading to women and not suitable for viewing by children.

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 in order to be in breach of this section of the Code the image would need to use sexual appeal in a manner that is both exploitative and degrading.

The Board noted that this advertisement features on the back of a Ute and depicts a naked woman wearing nothing other than knee high, bright pink high heeled boots. The contact details of the business are visible and the catch phrase "Willycrete or will she." (will he crete or will she?).

The Board noted the advertiser's response that the business is a concreting business and that the reference to "Willycrete" is a combination of the owner's nickname "Willy" and "crete" being short for concrete.

The Board noted the image of the woman is designed to draw attention to the vehicle and to the business and noted that the woman in the image is naked. The Board noted that the use of an image of a naked woman to promote a concrete business has no relevance to the service being offered at all.

The Board noted that it had previously upheld complaints for advertisements for hardware and/or construction (0141/14 and 0267/14) where the image of scantily clad women and accompanying text was considered to have no relevance to the product. In these cases the Board considered that this amounts to a depiction that makes use of the woman's sexual appeal in a manner that is both exploitative and degrading to women.

The Board noted that in the current advertisement the image of the woman does show her holding a concreting trowel but there is no relevance between a naked woman and concreting services.

The Board considered that the advertisement did employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people and did breach Section 2.2 of the Code.

The Board then 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 is a lifelike drawing and that the woman is posed with her naked back and bottom visible and the side of her breast. The woman is wearing knee length high heeled boots.

The Board considered that the woman's position is sexualised and that the length and style of her shoes being the only item of clothing increases the sexualised nature of the image.

The Board noted that the image appears on a vehicle which means that it is visible to a broad audience which would include children.

Overall the Board considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did breach Section 2.4 of the Code.

Finding that the advertisement did breach the Code on the grounds mentioned above, the Board upheld the complaint.

## **THE ADVERTISER'S RESPONSE TO DETERMINATION**

After receiving your decision regarding our Advertisement on our Work Vehicle please note that we will have the Advertisement modified within a month.