



Case Report

1	Case Number	0320/17
2	Advertiser	Coffey Ford
3	Product	Vehicle
4	Type of Advertisement / media	Radio
5	Date of Determination	12/07/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a female voiceover saying, “This is Steve, my hubby, he horses around when it comes to work, so I got myself a real work horse, a new Ford Ranger from Coffey Ford Built tough to handle all my day to day chores. It takes whatever the kids can dish out, carry’s a massive amount of shopping and gets me from tennis to coffee with the girls with ease. The Soccer Mums on Saturday morning were blown away with all the tech, it really showed up their SUV’s!”

A male voiceover then says, “The new Ford Ranger XLT from Coffey Ford, Drive’s Best Ute of 2015 and 2016. It’s the ideal blokey, (clears throat) I mean family car!”

THE COMPLAINT

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

Reinforces stereotypes about women and men regarding what they do all day. Women seem to be doing brainless things while men work all day.

THE ADVERTISER'S RESPONSE

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

Dear Listener,

Firstly we apologise if our advertisement on SEN radio may have offended you. This was never our intention.

At Coffey Ford we pride ourselves in being an equal opportunity employer,

Our target market audience for this campaign was female drivers who we understand are very strong decision makers in any family household and when purchasing new vehicles.

Our intentions were to promote the Ford Ranger 4x4 with its full capabilities regards to fuel economy, towing power, load capacity ie for shopping and brilliant technology no matter if you are male or female, our Ford Ranger can adapt to any life style, work, singles or family life.

Again we wish to apologise and will take this feedback into consideration when planning our next marketing campaign.

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 advertisement reinforces negative stereotypes of women doing brainless things whilst men work.

The Board reviewed 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 this radio advertisement features a woman talking about her new Ford Ranger.

The Board noted the complainant's concerns that the advertisement features a woman talking about shopping and having coffee with 'the girls' which is a negative stereotype.

The Board noted the Practice Note to Section 2.1 which provides: "Advertisements can suggest stereotypical aspects of an ethnic group or gender with humour provided the overall

impression of the advertisement is not a negative impression of people of that ethnicity or gender.

The Board noted that the woman in the advertisement describes her new vehicle as being able to handle all her day to day chores including shopping, whatever the kids dish out, and taking her from tennis to coffee. The Board acknowledged that this depiction is a stereotype of a woman who does not have paid employment but considered that it is not made clear if the woman does or does not also have paid employment on top of looking after her children, shopping for her family, exercising and socialising with friends and considered that the depiction is not negative as the woman sounds happy and in control of her life. The Board noted the reference to chores. The Board noted the complainant's concern that the advertisement suggests women only do brainless things and considered 'chores' is a common descriptor used to describe things that need to be done and there is no suggestion that the woman is doing these only because she is a woman, or that her husband does not also perform these, or other, chores.

Overall 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 complaint.