



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0341/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Mr Rental</b>
<b>3</b>	<b>Product</b>	<b>House goods/services</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/08/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.1 - Discrimination or Vilification Gender

### DESCRIPTION OF THE ADVERTISEMENT

Cartoon of a man watching TV whilst his wife is in the kitchen. He calls through to remind her that his friends are coming round the next evening to watch the footie.

Then the TV 'blows up' and the man looks shocked. He is worried about what his friends will say when they find out his TV has broken.

His wife then suggests he hires a TV from Mr Rental because they can deliver within 24 hours.

Then man obviously does this because the next scene shows him sat watching his new TV just as his ordered pizza arrives and his wife leaves to go out.

### THE COMPLAINT

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

*It is highly offensive portraying men in a negative light. If this series of commercials portrayed women in the same way they would never be allowed on tv a disgraceful double standard.*

### THE ADVERTISER'S RESPONSE

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

*The Mr Rental LCD TV TV commercial has aired on TV since Jul 2007. The main body of the TV ad has remained the same since the launch in Jul 2007, we have just updated the end frame from time to time.*

*The Mr Rental target market is Females aged 25 to 54. This commercial has been researched among our target market with very good results & feedback. We have continued airing this commercial based on the positive feedback we have received from the research groups.*

*The Mr Rental TV commercials feature cartoon characters & they are 3D claymation, which has enables us to establish humour into all our TV commercials. The feedback we received is that our TV commercials are very humorous and memorable (see research document) and are not offensive in any way.*

## **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 portrays men in a negative light.

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 ... sex”.

The Board noted that this is a cartoon style image which features a man watching television who becomes upset when it blows up and his wife provides him with a solution.

The Board noted that the gender roles in the advertisement could easily have been reversed and they would have conveyed the same message. The Board noted that as the target market for the advertiser is females aged 25 to 54 years old, the advertiser chose to have the woman advising the man to use their product.

The Board considered the advertiser’s response that the advertisement was meant to be humorous and considered that there was no negative portrayal of either gender depicted in the advertisement.

The Board considered that, in this instance, the advertisement did not discriminate or vilify a person or section of the community - in this context men or women - on account of ... sex.

The Board determined 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.