



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0369/18
2	Advertiser	Sydney Forklift Trucks Pty Ltd
3	Product	Hardware/Machinery
4	Type of Advertisement / media	Transport
5	Date of Determination	22/08/2018
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement features the brand name and a painting of a naked female on the back of a truck cab. The woman is reclining with her genitals covered by her legs, and her breasts visible. There are black and white images of forklifts in the background of the image. The truck is registered in NSW with the registration number SFT 073.

THE COMPLAINT

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

I believe that the image is inappropriate for display in a public setting. With the widespread availability of pornography and the increased awareness of the destructive effects of the objection of women, I find it distressing that such images are



on display in a public arena for all, particularly children, to see. I have attached a copy of the emails for your information.

It is a painting of a naked woman. This adds to the objectification of women and is also content that should not be viewed by young people.

THE ADVERTISER'S RESPONSE

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

Advertiser did not respond.

THE DETERMINATION

The Ad Standards Community Panel (the "Panel") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Panel noted the complainants' concerns that the advertisement was objectifying women.

The Panel viewed the advertisement and noted the advertiser did not respond.

The Panel 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 or degrading of any individual or group of people."

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

The Panel noted the complainant's concerns that the advertisement showed a naked woman leaning back with her breasts visible, and that this was objectifying of women and not relevant to the product.

The Panel first considered whether the advertisement used sexual appeal.



The Panel noted that the advertisement features a painting of a naked female reclining with her genitals covered by her legs, and her breasts visible on the back of a truck cab. There are black and white images of forklifts in the background of the image. The Panel considered that the supine position of the woman without clothing was a depiction which contained sexual appeal.

The Panel noted that there is imagery of forklifts in the background of the painting, however considered that this imagery did not constitute a relevant link between the woman and the product being advertised.

The Panel considered this was a depiction which employed sexual appeal in a way which was clearly focussing on the body parts of the woman and bears no direct relevance to the product being advertised, and considered that this is exploitative of the woman and did breach Section 2.2 of the Code.

The Panel 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 Panel considered the complainant's concern that the advertisement depicts nudity which is not suitable for viewing, particularly by children.

The Panel noted that the transport advertisement is on the back of a forklift truck, and considered that the relevant audience for this advertisement would be broad and would likely include children.

The Panel noted that the image of the woman is a painting rather than a photograph of a woman, however considered that the depiction of her nudity, and in particular her breasts, is still clear and the Panel considered this to be an inappropriate level of nudity for an image likely to be viewed by a broad audience which would have little choice about viewing the image while in traffic.

The Panel determined the advertisement did not treat sex, sexuality and nudity with sensitivity to the relevant audience and did breach Section 2.4 of the Code.

Finding that the advertisement breached Section 2.2 and Section 2.4 of the Code, the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.

