



Case Report

1	Case Number	0387/17
2	Advertiser	Tyrepower Marketing
3	Product	Automotive
4	Type of Advertisement / media	Radio
5	Date of Determination	13/09/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement for Tyrepower's '5 minute power checks' features a female voiceover who says, "Your tyres. How long have you had them? Hang on, I'm not talking to hubby. I'm talking to you hun. See, we girls take tyres for granted". The voiceover then goes on to say that our safety, and that of our kids, depends on checking the tyres and so you should get them checked at Tyrepower.

THE COMPLAINT

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

Sexist denigrating towards women. Implies women are stupid and they dont know anything about car maintenance. Implies women specifically...

THE ADVERTISER'S RESPONSE

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

ARN – Complaint regarding advertisement for Tyrepower

We refer to your letter to Tyrepower concerning the investigation by the Advertising Standards Bureau (ASB) in relation to one complaint received relating to the recent

advertisement by ARN's client, Tyrepower (the Advertisement).

The Advertisement

The Advertisement is an advertisement targeting women to undertake 5-minute tyre-checks for safety purposes.

It is delivered in a casual, 'girl-talk' style and highlights the fact that women often do not consider tyre safety as an issue.

ARN and Tyrepower do not think that the Advertisement is in breach of the AANA Advertiser Code of Ethics or other applicable regulation. The majority of Tyrepower customers are male, which does not in any way infer that women are stupid or incapable of purchasing tyres or performing safety checks. Quite the opposite: this advertisement recognises the power of women as consumers and has targeted them in this advertisement, however not to the exclusion of anyone else (namely men) or in a negative, discriminatory or otherwise inappropriate way.

AANA Advertiser Code of Ethics

The complainant raised concerns regarding alleged sexism and discrimination used in the Advertisement.

Sections 2.1, 2.2, 2.4, 2.5, 2.6 and 2.7 of the Code provide that:

2.1 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 race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.

2.2 Advertising or Marketing Communications shall not employ sexual appeal: (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative and degrading of any individual or group of people. stances and strong or obscene language shall be avoided.

2.4 Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

2.5 Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided.

2.6 Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

2.7 Advertising or Marketing Communications shall be clearly distinguishable as such to the relevant audience.

Code 2.7

We feel strongly that the Advertisement is clearly distinguishable as such. Whilst it uses a direct, chatty tone, this is clearly advertising a product and sits within commercial advertising (amongst other ads). This is clearly not content.

Codes 2.1, 2.2 and 2.4

We do not feel that the Advertisement in any way treated the product or material advertised in a sexual or sexually exploitative way, nor was it degrading or exploitative.

Whilst the ad targets/focuses on women, this is not discriminatory, and it certainly doesn't vilify men (or any other group). It does not prevent or discourage men from engaging with Tyrepower's 5 minute power check services, nor does it infer or indicate that these services should only be undertaken by women. It simply highlights the fact that women on the whole spend less time on tyres than men and, as such, there is a market to target women for this product/service.

Code 2.5

The Advertisement does not use obscene or inappropriate language of any kind.

Code 2.6

The Advertisement is effectively encouraging road and automobile safety by encouraging regular tyre checks.

In light of the context in which the Advertisement was broadcast, ARN and Tyrepower believe that the majority of its audience would regard the Advertisement as informative, casual and targeting females without discriminating or alienating male customers.

For these reasons, we strongly believe that the Advertisement does not breach the Code.

We also note that this is the only complaint received in relation to the Advertisement.

We would welcome the opportunity to provide any further clarification that the ASB may require in relation to 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 concerns that the advertisement is sexist as it implies women are stupid and know nothing of car maintenance.

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 female voiceover saying "we girls take tyres for granted" before saying that Tyrepower provide checks on tyres to ensure safety.

The Board noted the tone of the advertisement and acknowledged that whilst some members of the community could find the use of the phrase "I'm not talking to hubby, I'm talking to you hun" to be condescending and/or patronising, the Board considered that the use of a female voiceover rather than a male voiceover lessens the impact and in the Board's view the overall tone is chatty and informative and not condescending or patronising. The Board noted the voiceover's use of the term 'girls' to apply to adult women and considered that although some members of the community could find this descriptor to be demeaning in the Board's view the use of a woman using this term makes it more acceptable than if it were a man therefore it is not demeaning.

The Board noted the complainant's concerns that the advertisement implies that women are stupid and know nothing of car maintenance. The Board noted that the advertisement does say that women take tyres for granted but considered this of itself doesn't mean that men don't also take tyres for granted and in the context of an advertisement targeting women the Board considered that it is not inappropriate or sexist to suggest that women take their tyres for granted. The Board noted the advertisement does not use the word 'stupid' or make any comments with regards to other aspects of car maintenance and considered that overall the advertisement is providing useful information to female car users in a manner designed to be helpful.

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 and 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.