



Case Report

1	Case Number	0390/16
2	Advertiser	Jetstar Airways Pty Limited
3	Product	Travel
4	Type of Advertisement / media	Internet-Social-FB
5	Date of Determination	14/09/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This Facebook advertisement for Jetstar features an image of a woman in a bikini jumping in to water: her arms are wrapped around her raised knees and she is smiling at the camera. The text reads, "Turn putting it off into taking off".

THE COMPLAINT

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

This is blatantly sexist advertising with a double entendre aimed at making the viewer visualise the woman "taking off" her bikini (ostensibly referencing a flight "taking off" with the woman "taking off" from the pier). The nearly-naked woman is in no way relevant to advertising a sale on airfares, but the picture and slogan are intended to catch the viewer's attention by objectifying and demeaning her.

THE ADVERTISER'S RESPONSE

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

You have advised of complaint about a Jetstar advertisement depicting a female dressed in swimwear jumping off a pier. There were three versions of this advertisement (see Attachments A and B to this letter). The first version featured two images of the female:

- looking out a window in contemplation (accompanied by the words ‘Turn putting it off...’); and*
- leaping off a pier in a holiday destination (accompanied by the words ‘...into taking off’).*

The second version of the advertisement featured only an image of the female leaping off the pier (accompanied by the words ‘Turn putting it off into taking off’).

The third version included other images any images of various people enjoying holidays in different locations (accompanied by the words ‘Turn putting it off into taking off’).

The advertisements were used in print and digital media.

Jetstar is committed to conducting all of its advertising to the highest standards and takes complaints very seriously. These advertisements were clearly intended to prompt any consumer (male or female) to move from merely daydreaming about a holiday to feeling the excitement and reward of actually going on a holiday. The advertisement complies with all parts of Section 2 of the Advertising Standards Bureau Code of Ethics. The advertisement does not sexualise, exploit, degrade, vilify, discriminate or encourage violence against women and we do not believe a reasonable consumer would interpret it this way. The reference in the advertisements to ‘taking off’ was to taking off in a plane, not to the female taking off her clothes.

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 depicts a nearly naked woman in a manner which is sexist, objectifying and has no relevance to the advertised product

The Board viewed 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 online advertisement features a woman in a bikini jumping off a pier in to water and the accompanying text reads, “Turn putting it off into taking it off”.

The Board noted the complainant’s concern that the text is a “double entendre aimed at

making the viewer visualise the woman taking off her bikini”. The Board noted the advertised product is a sale on airfares and considered that most reasonable members of the community would interpret the phrase ‘taking off’ to mean take off in an airplane.

The Board noted that it is common for women to wear bikinis when on holiday, and when swimming, and considered that the depiction of a woman in a bikini for a travel advertisement was not of itself discriminatory against or vilifying of 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.

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 the advertised product is an airfare sale for an airline and considered that in the context of promoting travel and holidays it is not unreasonable for an advertiser to depict a woman wearing a bikini which is common attire for holiday wear.

The Board noted the woman in the advertisement is smiling at the camera as she jumps into the water and considered her pose is suggesting of happiness and is not sexualised. The Board acknowledged that some members of the community could find the use of a woman in a bikini to be exploitative but considered that in this instance a woman in a bikini has relevance to the advertised product and the manner in which the woman is presented is not degrading.

The Board considered that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading to any individual or group of people.

The Board determined that the advertisement did not 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 the complainant’s concern that the woman in the advertisement is nearly naked but considered that the woman is clearly wearing a bikini and is jumping in to water and this level of nudity is not inappropriate in the context of a travel advertisement. The Board noted it is not uncommon to see women in bikinis in Australia and considered that the advertisement’s placement on Facebook is not inappropriate in the context of the relevant audience of persons aged 13 and over.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.