



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0395/18
2	Advertiser	Barbeques Galore
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	12/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features a man roasting a marshmallow on a stick over the flame on a stove-top. A woman standing behind him holding another stick with a marshmallow looks unimpressed. A voice-over states 'you need to get out more' and provides details on the current sale.

THE COMPLAINT

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

As part of the code vilifying a person is to belittle them. This type of advertising to put down one gender is to belittle them and to make males look stupid. If the roles were reversed would the ad stack up to the same community standards? Vilifying which is belittling a particular gender, in this case males as being stupid.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this





advertisement include the following:

The idea behind this campaign is to use absurd situations to make light of a family's need to get out more. We've chosen a situation that is unbelievably unbelievable - it is so absurd that it would almost never happen but has been used to make a statement about a family's need to get out more. Our intention is not to vilify or discriminate against a gender, or group, but to set up scenarios in which people need to get outside and spend more time with their family (and Barbeques Galore can help you do that with a variety of products at great prices).

In other words, these spots offer comments about people and society in general, not a certain group. With the logic provided in the complaint, no one would be able to play these characters that need to get out more, because it would vilify them and whatever group of which they are a part of, hence why we have shown a scenario using humour and exaggeration.

We apologise for any offence this may have caused but it was never intended to be an offensive or vilifying message as we value equal representation of all genders in our advertising and business.

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 complainant's concern that the advertisement is sexist.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel 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 Panel noted that this television advertisement features a man roasting a marshmallow on a stick over the flame on a stove-top. A woman standing behind him holding another stick with a marshmallow looks unimpressed. A voice-over states 'you need to get out more'.

The Panel noted the complainant's concern that the advertisement portrays the stereotype that men are stupid and vilifies the man by belittling him.



The Panel noted the advertiser's response that the advertisement uses humour and exaggeration to portray situations where families need to get out of the house more and is not intended to represent a certain group.

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel considered that the advertisement portrays the man as having fun and enjoying roasting the marshmallow and considered that the depiction of a man enjoying himself by roasting marshmallows over the gas, is not one which is likely to incite hatred, contempt or ridicule or which humiliates or intimidates the man.

The Panel considered that while the girl in the advertisement appears unimpressed by the man's behaviour he does not appear upset by her lack of enthusiasm and is not shown to receive unfair or less favourable treatment.

The Panel 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 any other section of the Code the Panel dismissed the complaint.

