



Case Report

1	Case Number	0396/11
2	Advertiser	Grosvenor Hotel
3	Product	Entertainment
4	Type of Advertisement / media	Outdoor
5	Date of Determination	26/10/2011
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience
- 2.1 - Discrimination or Vilification Sex

DESCRIPTION OF THE ADVERTISEMENT

Black and white image of a woman in a pair of fishnet stockings and string briefs straddling the leg of a man stood in front of her. The woman's fringe is covering most of her face and the man is visible from the waist down and is wearing jeans and no top.

The text at the top of the advertisement reads, "Wednesday's \$5 Rump & Hump Day" and there is a red circle with the text, "Not just a piece of meat" on the image of the man and woman.

The offer is for a 250g Rump with chips and salad for \$5 with drink purchase at the Grosvenor Hotel in Brisbane.

THE COMPLAINT

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

Sexualised images of women are common in the media and as such I've grown somewhat immune to them. But this one I believe is on a different level. It is really nothing more than a pornographic picture. I have never before felt personally offended by an ad but I really felt offended by this one. It is also the position of this pornographic picture and the words "rump and hump day". I just found it to be really demeaning and offensive (and of course it objectifies women terribly). It is also completely out of place as it is displayed in George St right in the heart of the Brisbane CBD and surrounded by offices. It is right near the courts

and in what could be considered a legal precinct. I saw this ad on my lunch break and was very offended that I had been subjected to it when I was going about my daily business. I find the posters sexist. I also think they are completely inappropriate for the central business district.

THE ADVERTISER'S RESPONSE

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

Rump & Hump Day - On Wednesday's at The Grosvenor On George (320 George Street Brisbane)

We have, since we opened, offered cheap meals Monday-Thursday.

On Wednesdays we serve a 250gram rump steak & chips for \$5.

The World English Dictionary - "Hump Day" Noun, informal the middle day of the working week, usually Wednesday.

The image used is often used on social media sites, and emails, stating "Happy Hump Day".

The woman is NOT naked, & she is NOT humping a male's torso.

Also, the complaint suggests that we are offering the "Service: Sex" - This cannot be further from the truth.

The service advertised is a "product" a \$5 meal deal option for Wednesday and Thursday.

In relation to the advertising codes in SECTION 2:

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, sex, age, sexual preference, religion, disability or political belief. We Have NOT Done This.

2.2 Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised. We Have NOT Done This.

2.3 Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone. We HAVE Done This. There is NO Nudity, Sex or Sexuality depicted.

2.4 Advertising or Marketing Communications to Children shall comply with the AANA's Code of Advertising & Marketing Communications to Children and section 2.6 of this Code shall not apply to advertisements to which AANA's Code of Advertising & Marketing Communications to Children applies. We HAVE Done This.

2.5 Advertising or Marketing Communications shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided. We HAVE Done This. Language has been censored more than it is often seen on popular clothing labels. The words have been depicted in such a way that it allows the reader to interpret the advertisement for themselves.

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

We Have NOT Done This.

2.7 Advertising or Marketing Communications for motor vehicles shall comply with the Federal Chamber of Automotive Industries Code of Practice relating to Advertising for Motor Vehicles and section 2.6 of this Code shall not apply to advertising or marketing

communications to which the Federal Chamber of Automotive Industries Code of Practice applies. Not Applicable

2.8 Advertising or Marketing Communications for food or beverage products shall comply with the AANA Food & Beverages Advertising & Marketing Communications Code as well as to the provisions of this Code. We HAVE Done This.

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 complainants' concern that the advertisement was sexist, demeaning and offensive and features pornographic imagery unsuitable for outdoor display.

The Board viewed the advertisement and noted the advertiser’s response

The Board first 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, sex, age, sexual preference, religion, disability or political belief.'

The Board expressed concern that the image of the woman with her head to the man’s crotch, in a submissive position, and the association of a cheap meal and a cheap woman was objectifying of women and did amount to discrimination against women.

The Board determined that the advertisement breached Section 2.1 of the Code.

The Board then considered whether the advertisement complied with Section 2.3 of the Code. Section 2.3 states: ‘...shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone’.

The Board considered that the pose of the woman in conjunction with the man is strongly sexualised. The Board noted the text which says \$5 Rump and Hump and considered that it suggests you can purchase a steak and sex for \$5.

The Board noted the advertisement is displayed in George Street which is in the Brisbane CBD and so the relevant audience for the advertisement is broad. The Board considered that given the highly sexualised nature of the image it is likely the advertisement will be found offensive by many people who would see it.

The Board determined that the advertisement did not treat sex, sexuality and nudity with sensitivity to the relevant audience. The Board determined that the advertisement breached Section 2.3 of the Code and upheld the complaints.

Finding that the advertisement breached Sections 2.1 and 2.3 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

The Advertiser advised that it would not be removing or modifying the advertisements. The Advertising Bureau is continuing discussion with the advertiser.