



## Case Report

1	Case Number	0403/16
2	Advertiser	Bad Man Clothing
3	Product	Clothing
4	Type of Advertisement / media	Internet-Social-FB
5	Date of Determination	28/09/2016
6	DETERMINATION	Upheld - Not Modified or Discontinued

### ISSUES RAISED

- 2.3 - Violence Violence
- 2.3 - Violence Weapons

### DESCRIPTION OF THE ADVERTISEMENT

This Facebook advertisement depicts a woman lying across a motor bike wearing a red corset with her buttocks highlighted; her legs and back are tattooed. A man is standing next to her and pointing a gun at her head.

### THE COMPLAINT

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

*The pose of the woman and the threat of using a gun to kill her is unacceptable and encourages violence against women. The comment from Bad Man Clothing about "getting your love muscle pumping" in the context of portraying violence against a prone woman hints at violence against a woman is a way of achieving an erection. It hints at threatened rape. Such an advertisement is on a public post on Facebook and, when shared around, can be seen by many. In a country where governments and public bodies at all levels are trying to stem the tide of violence against women, this advertisement does the reverse - it encourages the underlying attitudes that condone such violence. It portrays women as victims and men as perpetrators of violence. The woman is portrayed as powerless and available, the man does not even have his face exposed but he is in the position of power holding the gun to her head. It is misogynist and sexist. I can provide screen shots of the advertisement in question, and*

*the reply from Bad Man Clothing to my objection to the advertisement.*

## **THE ADVERTISER'S RESPONSE**

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

*Advertiser has not provided a response.*

## **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 woman lying across a motor bike with a man next to her, holding a gun to her head.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised."

The Board noted the complainant's concerns about gun use and considered that whilst many people do not agree with the use of guns, the Board noted that guns are a licensed product and able to be sold. However, the Board noted that the gun in the advertisement is pointed directly at the woman's head, and considered that this image is confronting and likely to be disturbing to many members of the community.

The Board noted that the woman in the advertisement is wearing a red basque which covers her torso and the man is fully clothed. The Board considered that the woman's pose, leaning across the seat of a motorbike in lingerie, is sexualised and the accompanying text, "...get your love muscle pumping..." further enforces the sexualised intent of the advertisement. The Board noted that there is no relevance between a gun being pointed at a woman's head and the promotion of clothing and considered that overall the image is a portrayal of gratuitous sexualised violence and is not appropriate for advertising material.

The Board determined that the advertisement did breach Section 2.3 of the Code.

Finding that the advertisement breached the Code, the Board upheld the complaint.

## **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The advertiser did not provide a response to the Board's determination. The ASB will continue to work with the advertiser and with Facebook regarding the removal of the advertisement.

## **INDEPENDENT REVIEWER'S RECOMMENDATION**

## **THE DETERMINATION ON REVIEW**

## **ADVERTISER'S RESPONSE TO IR DETERMINATION**