



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0405/18
2	Advertiser	Webjet
3	Product	Travel
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	26/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features two business people, a man (Sam) and a woman (Cindy), sitting on a park bench on their lunch break. They do not appear to know one other. They are both using their mobile phones to book flights. Sam is frantically comparing all individual airline sites direct, whereas Cindy has chosen to easily compare all flight options at Webjet.

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 complaint received suggests discrimination or vilification gender. The advertisement is solely intended to highlight the convenience of searching and booking flights with Webjet versus other options. The paid actors in this advertisement could have easily switched roles as the message is not meant to be gender specific.

CAD reviewed the script as part of the classification process.

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 vilifying men.

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 and a woman sitting on a park bench both using their mobile phones to book flights. The man is seen to be frantically searching different sites and becoming very frustrated, whereas the woman is using the advertised product and is calm and happy.

The Panel noted the complainant's concern that the advertisement vilifies and belittles males suggesting that they are stupid.

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 scenario in the advertisement was unrealistic and unlikely to be taken seriously by most members of the community.

The Panel considered that the advertisement was comparing two people using different products, not making a specific comparison between the genders in the



advertisement.

The Panel considered that the man was not shown to receive unfair or less favourable treatment, and was not humiliated or ridiculed because of his gender.

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.

