



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0415/18
2	Advertiser	Bondi Perfume
3	Product	Toiletries
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 Nationality

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a man coming into a kitchen and telling three other men (presumably his father and uncles) that he is going out. They recommend an aftershave and the scene cuts to a flashback of his father meeting his mother.

THE COMPLAINT

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

*The way the Italians are portrayed as greasy, hairy, sexual predators. Any other race, the ad wouldn't have even been made but f*ck wogs, right?*

THE ADVERTISER'S RESPONSE

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



The complainant appears to be suggesting the advertisement breaches section 2 of the Code specifically that the advertisement is in some way discriminatory, vilifying or degrading;

In direct response to the complainants deemed breach of Section 2 of the code, Chemist Warehouse respond as follows;

- The advertisement is not discriminatory nor vilifying of any member of the community. The ad uses humour to communicate its message but this humorous approach is neither discriminatory, nor vilifying, not in anyway likely to encourage or promote discrimination or vilification.*
- Nothing in the advertisement is exploitative nor degrading. The ad uses humour to communicate its message but does so without in derogatory or exploitative remarks.*
- The advertisement contains no violence.*
- There is nothing in the advertisement that is sexually explicit.*
- There is no nudity nor sex in the advertisement.*
- None of the language could be deemed offensive.*
- The advertisement does not convey anything that is contrary to prevailing health and safety practices and standards.*

In short Chemist Warehouse contend that any reasonable person would find the advertising amusing without being offensive. Chemist warehouse contend that the advertisement is in no way communicating negative, derogatory or discriminatory messaging nor in any other way does it breach of Section 2 of the Code.

We will gladly provide the Bureau with further detail as and when required, though given the nature of the advertisement and the nature of the complaint we would not expect that anything more is required to enable the Bureau to dismiss the complaint upon review.

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 racist.

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

The Panel noted that this television advertisement features comedians Sooshi Mango and shows a family scene where an Italian father is advising his son to wear Pino cologne and reminisces that he used it when he met the boy's mother.

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 the Practice Note to Section 2.1 of the Code which provides the following definitions:

“Discrimination – unfair or less favourable treatment
Vilification – humiliates, intimidates, incites hatred, contempt or ridicule”.

The Panel noted the complainant’s concern that the advertisement is portraying harmful stereotypes of Italians.

The Panel considered the portrayal of the characters in the advertisement. The Panel considered that the advertisement does contain some stereotypes of Italian men, however considered that these stereotypes depicted in the flashbacks were humorously reminiscing about earlier times and were not negative portrayals of the characters.

The Panel considered that the advertisement did not humiliate or intimidate any person or section of the community, and considered that the advertisement did not depict any of the characters in a way which would incite hatred, contempt or ridicule.

The Panel considered that the overall feel of the advertisement was nostalgic and humorous and did not discriminate against or vilify any of the men in the advertisement, or Italians in general.

In the Panel’s view the advertisement does not single out, discriminate against, or vilify any person or section of the community on the basis of nationality and did not breach Section 2.1 of the Code.

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

