



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0416/12</b>
<b>2</b>	<b>Advertiser</b>	<b>SCA Hygiene Australasia</b>
<b>3</b>	<b>Product</b>	<b>Toiletries</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>14/11/2012</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.2 - Objectification Exploitative and degrading - men

### DESCRIPTION OF THE ADVERTISEMENT

The advertisement in question depicts two young girls getting up early in the morning to attend boot camp which involves watching a group of guys train from the warmth and comfort of their car. The voice over at the end of the advertisement states 'Libra Invisible Pads with unique Bodyfit™ shape, designed to fit no matter what you do'.

### THE COMPLAINT

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

*It is sexist. If it were men watching ladies at a boot camp, women would be offended. If it happened in real life, with men in the car, watching the women, police would be called and reported/arrested. If the roles were reversed, there would be a lot more objections from women. Men are for some reason, expected to just ignore the double standards.*

### THE ADVERTISER'S RESPONSE

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

*As mentioned in your email, the complaint raises an issue covered by Section 2 of the AANA Advertiser Code of Ethics (“AANA Code”).*

*The advertisement in question depicts two young girls getting up early in the morning to attend boot camp and instead they decide to watch a group of guys train from the warmth & comfort of their car. The voice over at the end of the advertisement states ‘Libra Invisible Pads with unique Bodyfit™ shape, designed to fit no matter what you do’. The core message for the ad is that with Libra pads you can get on with life – Live Libra, Love Libra.*

*The advertisement was created with the intention that it would generate engagement and empathy with our target audience with harmless, cheeky, light hearted humour. It was aimed at appealing to the sense of humour of our target market, which is women aged 18 – 25.*

*Before the TV advertisement was produced, the concept was qualitatively researched with members of our target market. The concept researched very positively, particularly on entertainment & relate-ability measures. Our view is that the advertisement does not contravene the AANA Code of Ethics as it does not discriminate against males.*

*The complaint received relates to discrimination of men and that if the roles were reversed and men were watching women do boot camp, it would be a criminal offence. In advertising constructs, there can be an element of exaggeration where situations have a somewhat unrealistic or unnatural aspect to them that would not necessarily happen exactly in real life. We regret that anyone has been offended, but we do not believe the advertisement in question breaches Section 2 of the AANA Advertiser Code of Ethics.*

## **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 is sexist in its portrayal of women watching men workout and that if it was men shown watching women it would be deemed unacceptable.

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: “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...gender...”

The Board noted that the advertisement features two young women getting up early so they can sit in their car admiring men doing bootcamp exercises.

The Board noted that whilst the women are shown to be keen to admire the men as they work out, as soon as the women think they have been spotted by the men they try and hide. The Board considered that the overall tone of the advertisement was humorous rather than predatory and that the women are presented in a manner which is appreciative of the men rather than as threatening towards them.

The Board noted that all actors in the advertisement are fully clothed in a manner appropriate to their activities and considered that the men are portrayed as strong and confident.

The Board determined that the material depicted did not discriminate against or vilify any person or section of the community on account of gender and did not breach Section 2.1 of

the Code.

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted that as the women admire the men we see a close up of the men exercising. The Board considered that whilst this representation of the men could be considered to objectify them in the Board’s view it does not amount to a depiction which is exploitative and degrading.

The Board determined that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading to men and that the advertisement did not breach Section 2.2 of the Code.

Further finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.