



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0440/18
2	Advertiser	Inspirations Paint
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/10/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a woman picking up some men's underpants that are on the floor of a bedroom. She smiles to herself. The next scene shows her putting the seat down on the toilet. She smiles. The next scene shows her walking with a laundry basket. She reaches into her pocket and reads a message that has arrived on her phone. His Message: At the pub. Her Message: (Smiley face emoji). The scene cuts to a newly painted living room.

THE COMPLAINT

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

The ad is very disrespectful. It is sexist and misogynistic. It was implying that a woman should bow down to a man all because he allowed her to do something she wanted to do. She should be happy to clean up after him and be happy with him doing things that he normally wouldn't all because he allowed her to paint the room.

THE ADVERTISER'S RESPONSE



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

Section 2 of the AANA Code of Ethics:

2.1 - Discrimination or vilification - will address below

2.2 - Exploitative or degrading - will address below

2.3 - Violence - not applicable to our TVC

2.4 - Sex, sexuality and nudity - not applicable to our TVC

2.5 - Language - not applicable to our TVC

2.6 - Health and Safety - not applicable to our TVC

The 30 sec TVC that the viewer submitted a complaint against is called "Brownie Points Season". Before going to broadcast on 10 September, we (Inspirations Paint National Office - Marketing) canvassed our staff, both male and female, to see if they had any issues with the content and creative concept presented in the TVC. None of our staff found the TVC discriminates or vilifies woman in any way or that it is degrading/exploitative. In fact, everyone saw the theme of the TVC to be "tongue in cheek" and that it is meant to be viewed as "light-hearted" where both the wife and husband in this relationship share the workload around the house. In this instance, the wife was doing the laundry and the husband had just completed a paint project and in the process, earned "brownie points" and went to the pub.

The woman that has made the complaint clearly misinterpreted the concept presented in TVC. She thinks that the woman did both the cleaning and the paint project and this is simply not the case.

Finally, with all TVCs that are broadcast on free to air TV, we had to get a CAD number. We sent in the script to have pre-checks done with CAD before doing our formal application and Free TV did not see any of the content/themes presented in the script (TVC) as being negative or discriminatory. Moreover, CAD classified the TVC with a "G" rating which means it can be shown anytime of day with the exception of children's programming.

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 sexist and misogynistic.

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 woman picking up a man's underpants and putting the toilet seat down. When he texts her that he is at the pub she replies with a smiley face emoji. The advertisement then shows a freshly painted room and talks about 'brownie points'.

The Panel noted the complainant's concern that the advertisement implies that the woman should bow down to the man because he allowed her to paint a room.

The Panel noted the advertiser's response that the advertisement storyline is that the husband has painted the room and has gone to the pub once he has finished, not that he has allowed the woman to paint the room and she has done so and is now doing housework while he is at the pub.

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 there is no indication that the woman is the only one that does housework and no suggestion that that is her role as the woman in the relationship. The Panel noted that there is no depiction of the woman as being powerless in the relationship, or that she is the only person who stays at home.

The Panel noted that the advertisement uses the concept of "brownie points". Brownie points in modern usage are a hypothetical social currency, which can be acquired by doing good deeds or earning favour in the eyes of another. In this advertisement, the husband is shown to earn brownie points by completing the arduous task of painting a room. The Panel noted that some members of the community may find the concept of brownie points to be distasteful, however noted that this is not an issue under the Code of Ethics.

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.