



Case Report

1	Case Number	0451/16
2	Advertiser	Shedd
3	Product	Clothing
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	09/11/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.3 - Violence Violence
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features various people in different situations where they realise that they no longer want the clothing they are wearing - because someone else has the same outfit, the clothes are see-through, the clothes don't fit well. We then see a girl using the Shedd app on her phone - where you can sell clothes you no longer want or need.

THE COMPLAINT

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

2 women see each other in the same outfit and one punches the other. In a time when we are trying to teach our children about the one punch can kill I find this ad highly inappropriate.

The advertisement explicitly emphasis female genitalia in an explicit manner. The close up shot of the pelvic region in particular is very explicit, with the garment the model is wearing quite thin so that the generalising of the model is very obvious. It is the same with the bikini top - both I snatches have a u comfortable pre-pubescent undertone which is uncomfortable to the viewer.

THE ADVERTISER'S RESPONSE

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

This ad was created to highlight reasons why people might want to sell their clothes on the SHEDD app.

Designed to resonate with women in the target market for the app, each scenario reflects a genuine reason, taken from research, young women who when asked why they might Shedd an item.

Some of reasons given were, "I've started dating a shorter guy, so I need to Shedd my heels", "I went out with friends and didn't realise my dress was see-through until I got on the dance floor", "My new bikini top keeps falling off in the surf", "I bought the wrong size jacket and can't return it".

It was never the intention to be explicit or emphasise any part of a woman's body, rather the clothing items she might want to Shedd on the app.

The advertisement is about inspiring and empowering women to recycle and reinvent their wardrobe to ensure no fashion item ever only gets one wear.

The 'girls wearing the same outfit' scene is typical a moment for women. It suggests that the 2 women who meet wearing the same outfit are not happy with this happening. The scene is choreographed to suggest they disagree in a playful way. This scene has been treated very carefully not to suggest violence but exaggerate their reaction. The scene does not show any 'punches'. The scene suggests a throwing of milkshakes.

The advertisement is about inspiring and empowering women to recycle and reinvent their wardrobe to ensure no fashion item ever only gets one wear.

We do not feel we this advertisement breaches any Section 2 of the AANA 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 complainants' concerns that the advertisement featured violence and overly sexualised images. 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 that the advertisement shows one woman punching another because they were wearing the same outfit. The Board noted that this television advertisement featured a fast moving variety of scenes designed to promote selling unwanted clothing, including two women carrying milkshakes looking upset that they are wearing the same outfit.

The advertisement features close-ups of the two women's faces not looking happy. Another brief scene shows one of the women having possibly just hit or pushed the other and the vision of two milkshakes flying through the air. The Board noted that there is no depiction of contact between the two women and the scene showing them together is fleeting and highly stylised. The minority of the Board considered that although it was not clear whether or not there had been a punch, the depiction of the woman falling backwards and the milkshakes flying through the air was enough to constitute a depiction of violence, and that this violence was not justifiable in the context of an advertisement for an application to sell clothes. The majority of the Board considered that while there is an implication of violence in the advertisement, there was no actual depiction of violence as there is no clear contact between the women and the scene was fleeting and highly stylised. The majority of the Board considered that the advertisement did not present or portray violence and determined that the advertisement did not breach Section 2.3 of the Code. The Board then considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience". The Board noted the complainant's concerns that the advertisement featured inappropriately sexualised images, in particular the close up of a woman's groin in see-through dress, and a woman's bikini top floating off her when she is in the water. The Board noted the scenes in this television advertisement which included a woman singing karaoke with the gap between her legs emphasised by her see-through dress and a woman swimming in the ocean where her bikini top floats off, her breasts covered by the text 'Shedd it'. The Board noted that while both scenes were suggestive of nudity, the scenes were brief and the women were appropriately covered at all times. The Board noted that the advertisement is for an application where people can sell their unwanted clothing, such as clothing which does not fit properly or which is too see-through. The Board considered that the suggestion of nudity was appropriate in the context of the product being sold. The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience. The Board determined that the advertisement did not breach Section 2.4 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.