



Case Report

1	Case Number	0511/14
2	Advertiser	ASSA ABLOY
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/12/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a woman in her bathroom removing her make-up from the night before when she hears the sound of the bin men arriving in their truck. The male voiceover describes how she has forgotten to put her bins out and we see her hurry out of her front door in her nightgown and slippers to put her bin out. Her front door shuts behind her and one of the bin men appears to take a photo of her. The voiceover says that she is not embarrassed and instead "gives them the finger" and we see the woman raise her index finger before marching back to her front door and using a key pad to gain access to her house. The voiceover says, "Give 'em the finger....go keyless" and we see a group of people walking down the middle of a road with their index fingers raised.

THE COMPLAINT

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

The advert says "Give them the finger!". It is coarse language, also implying sex. Not suitable to children.

THE ADVERTISER'S RESPONSE

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

The Australian brand Lockwood aims to change perceptions of the humble front door lock in an entertaining campaign which introduces Lockwood's new Keyless Entry technology.

To enhance the storytelling nature of these precarious situations, we were lucky enough to track down Will Ferrell's Anchorman inspiration Mort Crim, to voice the Lockwood stories. He loved the idea which was really exciting.

These stories aim to provide a new, interesting and humorous angle on a product category that is traditionally portrayed in a quite serious manor. We in no way intended to create any kind of "sexual" TVC or use offensive language. It was supposed to be a way of saying "NO" to getting locked out. It's saying "NO" to ever being in a situation where you will be locked out again. It's using humour and typical situations where people often get locked out.

The finger used is the digital second finger that is used to punch in your four digit code to gain entry. It's like waving your fist at someone and saying "haha - I will not get locked out again!" "I don't need keys - just my finger to get in the house". We hope this will explain our intention.

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 concern that the advertisement uses coarse language which has a sexual meaning. The Board reviewed the advertisement and noted the advertiser’s response. The Board then considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”. The Board noted the advertisement features a woman holding up her index finger whilst a voiceover says, “give ‘em the finger”. The Board noted it had previously considered an advertisement where a woman held up her ring finger in case 0384/12 where: “The Board noted that the billboard includes an image of a woman with her ring finger extended on her left hand, where engagement rings are commonly worn, and includes the text “where’s my ring”. The Board considered that the image of the woman with her finger up is mildly provocative in order to grab the attention of the viewer to the details of the business. The Board considered that there is a clear connection between the image and the product of engagement rings and that most members of the community would understand the sentiment and recognise that the woman is not actually presenting a rude gesture. The Board discussed the findings of recent research conducted by the Advertising Standards Bureau around testing of Board decisions against broader community views and noted that the research indicated that the community is very concerned about matters around language, particularly where children may hear or view that language. The Board noted that the advertisement was displayed on a billboard that could be easily viewed by children however the Board determined that the depiction of the extended finger in conjunction with the text, and pictures of engagement rings did not amount to language that could be considered strong or obscene...” In the current advertisement the Board noted that the woman extends her index finger and considered that there is a clear connection between her holding up this finger and then using it to enter the code on the keypad to open her front door. The Board noted the voiceover’s use of the phrase, “give ‘em the finger” and considered that whilst his statement can be used in conjunction with a rude

gesture the Board noted that it is used in the advertisement in conjunction with an image of a woman holding out her index finger to enter the home. The Board considered that the overall depiction of a woman extending her index finger and using it on a keypad with the words, “give ‘em the finger” is not a depiction of strong, obscene or inappropriate language. The Board determined that the advertisement did not breach Section 2.5 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.