



Case Report

1	Case Number	0513/15
2	Advertiser	Cricket Australia
3	Product	Sport and Leisure
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	20/01/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement promoting the Big Bash League features a series of cricket and crowd highlights with video game style graphics and animation overlaid throughout. In one scene we see women in the crowd jumping up and down in excitement whilst computerised sounds play in the background.

THE COMPLAINT

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

As I watch this advertisement, I see 2 very attractive women jump and down, breasts going up and down, in time with perfectly synchronised "boing, boing" sound effects. With cameras zoomed in and sound effects added I find it extremely sexist and sexualising of women. I feel outraged and offended that this promotion needs to reflect this sexist attitude as "family fun". It is great to see people having fun, but I am offended that this is the sort of 'man fun' that is being openly advertised as a positive thing, or attitude - let alone as "family fun". Not only am I offended, and disgusted, but in the age of equity, I do not see any men jumping up and down - with their genitals swinging in time with "boing boing", with cameras zoomed in and promoted on national/state tv.

THE ADVERTISER'S RESPONSE

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

Thanks for your note regarding the Brisbane Heat television promotion.

The intention of this year's Big Bash League (BBL) campaign is to combine the fun and excitement of attending a BBL match, with a real focus on families and kids.

The use of the two ladies mentioned in the complaint is in no way intended to sexualise women in any way, and merely shows two friends at a game having fun and enjoying themselves. The sound effects that accompany the commercial are a well-known arcade style effect, and relate to the graphics that feature on the commercial as opposed to the ladies and jumping up and down.

Cricket Australia and the BBL have implemented a number of initiatives this season that are specifically targeted at ensuring that all females (whether that be mums, young girls, or teenagers) are made to feel welcome and engaged at a BBL match and we are investing significantly in ensuring that cricket remains a sport for all Australians, regardless of gender. While we respect the feedback and observations in relation to the Brisbane Heat commercial, it is certainly not the intention to demean females in any way.

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 features "boing boing" sound effects accompanying footage of women jumping up and down which is sexist and sexualises women.

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

The Board 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 Board noted that this television advertisement features crowd scenes from cricket matches and that one scene shows two women jumping up and down in excitement whilst computer generated sound effects can be heard in the background.

The Board noted the complainant's concern that the noises accompanying the women

jumping sound like “boing boing”. The Board noted that prior to the scene depicting the women jumping up and down there are computer graphics on screen tracking the trajectory of a cricket ball accompanied by computer generated noises. The Board considered that the noises which can then be heard when we see the women are consistent with the computer generated noises heard throughout the advertisement and do not appear to be linked specifically with the women or their actions.

The Board noted that the scene showing the women is very brief and considered that the advertisement also features other crowd scene close ups which include men and children as well as women.

The Board noted the voiceover’s emphasis on family friendly entertainment and considered that overall the advertisement does not portray or depict material in a way which discriminates against or vilifies any person or section of the community on account of gender.

The Board determined that the advertisement 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 the complainant’s concerns that the images of the women are degrading and noted that in order to breach this Section of the Code the images would need to be considered both exploitative and degrading.

The Board noted the complainant’s concern that the advertisement focuses on two women, and their breasts, as they bounce up and down. The Board noted that this scene is very fleeting and considered that there is no undue focus on the women’s breasts but rather their whole bodies as they jump up and down in excitement over the cricket they are clearly enjoying.

The Board considered that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading to any individual or group of people.

The Board determined that the advertisement did not breach Section 2.2 of the Code.

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

