



CASE REPORT

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| 1. Complaint reference number | 10/10 |
| 2. Advertiser | Gill & Co (Timber Man) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 10 February 2010 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts several young women wearing shorts and tank tops and displayed on materials that are sold at the store - wood and raw timber. The young women are depicted sitting on top of the logs, holding onto the side of a truck and waving. The advertisement shows the team at Gill & Co. at the end of the advertisement.

THE COMPLAINT

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

The women are only in the ad as sexual objects. It is obviously an ad aimed at men. The women are not needed to advertise the building supplies. It is offensive to me as a woman to see that that type of advertising is still allowed in the 21st century\].

I object to this add because it is clearly and openly using sex to try to sell the product. There is no correlation between scantily clad women and the sale of timber. If they wish to use this type of advertising in my opinion there should be at the least, an equal display of equally good looking and scantily clad young men so as not to be seen as discriminating against the both sexes. It is mostly men who purchase timber and mostly men who are involved in the construction industry. The girls are also shown on top of mounds of timber, riding on the side of trucks etc., which also gives a very bad image of workplace health and safety. If the people are going to be in an unsafe position, they should be seen to have the correct safety equipment.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The reference to 'scantily clad woman' allegedly in our ad is exaggeration to the limit. The girls in our ads had shorts and tops on, not brief bikinis as seen in other ads such as Coca Cola, Dodo internet, Pepsi and Lynx deodorant, all of which are shown in prime time, to name a few. They all use girls in various poses to sell their products.

The reference to Workplace Health & Safety issues is irrelevant in my opinion as the girls are not handling the timber, but merely posed on stationery stacks of it.

The advertisement was certainly not meant to offend anyone and we have had a lot of positive comments on our advertising over the years.

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 objectifies women and is discriminatory and clearly using sex to sell its product.

The Board viewed the advertisement and considered whether the advertisement was in breach of section 2.1 and section 2.3 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 race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief."

The Board agreed that the advertisement depicted young women throughout the advertisement who would not be likely to be working in a timber yard. The Board noted that the advertisement was lighthearted and, being over ten years old, was dated and perhaps a little cheesy. The Board considered that most members of the community would consider that the women are in this advertisement in order to glamorise the product and that the particular images used in the advertisement were not denigrating or objectifying. In this regard the Board felt that the advertisement was not in breach of section 2.1 of the Code.

The Board then considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states:

"Advertising or marketing communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and where appropriate the relevant programme time zone".

The Board noted that the advertisement depicted young women wearing shorts and tee-shirts and that the women were not relevant to the product being advertised. However, the Board agreed that the women were not depicted in an overtly sexualised manner and appeared positive and friendly and that the advertisement did not breach section 2.3 of the Code.

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