



CASE REPORT

1. Complaint reference number	18/00
2. Advertiser	Bosclip Aussie Products Pty Ltd (Lawn Barber'n Edge Trimmer)
3. Product	Hardware/machinery
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement largely consists of text detailing the various features of the Bosclip ‘Lawn Barber’n Edge Trimmer’. It also includes a cartoon style illustration of a woman dressed in a low cut top, shorts and high heeled shoes apparently using the product.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“... offensive, sexist and demeaning of women in general. Additionally, it sends out a very wrong message about safety – no one should be using such a garden tool without suitable enclosed footwear (definitely no stiletto heels), protective eyewear and some sort of shirt with sleeves ... As well, no hat, again a wrong message in view of current awareness about sun damage to fair skins.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of the woman within the advertisement did not constitute discrimination or vilification. The Board also noted that the characterisation was clearly a stylised image and not one that would reasonably be interpreted as a realistic depiction of the product’s use. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.