



CASE REPORT

1. Complaint reference number	183/06
2. Advertiser	RepcO Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 June 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens with a man sitting in an armchair in his lounge room. The man is watching television. A woman dressed in lingerie then enters the room. The woman begins to pose provocatively in front of the man who is presumably her husband. The man ignores her and continues to watch the advertisement that is playing on the television. The advertisement then cuts to still photos of products that are on special for Easter at Repco and a voiceover begins to introduce the products and their prices. The woman, who is dismayed by the lack of attention, then turns around and leaves the room.

THE COMPLAINT

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

It has the message that it is okay to objectify women; the woman doesn't need to be in her underwear.

It has the unnecessary use of sexuality to sell items totally unrelated to a woman in underwear.

This is just another example of the sexualisation of every single need, product, service and desire.

THE ADVERTISER'S RESPONSE

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

(The advertisement) is part of a series of 6 TVS campaigns reinforcing Repco's positioning that "Cars are our life too".

Each commercial features a car enthusiast actively participating in "something" that leads us to understand that cars, and hence Repco, are the real passion of their lives.

In most of the executions the enthusiast's partner is also included as they typically "understand" their partner's passion and have learned to live with it.

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 that in 2003 it had previously considered the images depicted in this advertisement – other than the still photos of Repco products that were currently on sale.

Consistent with its previous decision, the Board noted that there was no derogatory treatment of the

woman by the man nor did the advertisement objectify women. The Board considered that most people would see the intended humour – that of a man preferring the advertisement about sale price of tools to his partner who is modelling the attractive new lingerie that she has bought.

The Board did not consider that the advertisement vilified men by sending a message that men cannot be sold a product unless sex is connected with the product.

Accordingly, the Board determined that the advertisement did not breach the Code by portraying discriminatory acts.

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