



CASE REPORT

1. Complaint reference number	210/06
2. Advertiser	Jobs.com.au Pty Ltd (Axel Johnson)
3. Product	Employment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 June 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens Axel Johnson in a yellow sports car pulling up in front of a building as a male voiceover asks “Fed up with your loss of life? Need a new career?” Axel in a white suit and yellow tie walks flamboyantly through the building surrounded by bodyguards, announcing “I’m Axel Johnson – and what I’m about to show you may change your life. It’s called Jobs.com.au”. He passes a TV camera and into a room with staff in white uniforms sitting at computer monitors, and pink-wigged dancing girls high kicking as he continues “And it won’t just help you get a job”. A “before” scenario shows young overweight couple in an office tea room, looking lovingly at each other as a male voiceover warns “It could revolutionise who you are” and the scene changes to an “after” scenario movie-style couple kissing in the rain. Text on screen advises “Results may vary”. Six people representing a TV audience react to an “applaud” sign. Axel, with the dancing girls kneeling at his feet, concludes “So log onto Jobs.com.au.”

THE COMPLAINT

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

The depiction of overweight versus regular weight couples is offensive, as it is not related to employment service, and makes implications about overweight people. It is discriminatory....and reinforces the negative connotations as implied by this style of advertising.

THE ADVERTISER’S RESPONSE

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

Jobs.com.au in no way wishes to offend any individuals or groups of individuals. To ensure that we did not offend anyone, we deliberately took our creative to the extreme to ensure the audience realised that it was only a completely satirical view of our industry. I must emphasise that Jobs.com.au is an equal opportunity employer and have a diverse mix of individuals all working side by side in our offices.

Our advertising campaign displays both older and younger people and a mix of people from right across out society. Jobs.com.au is an employment agency, we cannot afford to (nor do we wish to) discriminate against any individuals or groups.

(In our other TVCs) you will note that it is a white couple being transformed into another white couple and we have a further creative of a 60-ish year old man being transformed into a 20-ish year old man.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board consider that the depictions in the advertisement did not vilify people on account of obesity.

The Board considered that the advertisement did not depict realistic ‘change of life’ scenarios and was a humorous depiction of the overstated promises that can be made by companies offering services. The Board considered that the advertisement did not discriminate against or vilify any people.

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