



CASE REPORT

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| 1. Complaint reference number | 212/06 |
| 2. Advertiser | B & B Heating Service |
| 3. Product | Housegoods/Services |
| 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 features an attractive young blonde female wearing a red bikini. Shots of special offers on electrical appliances are displayed beside the woman.

THE COMPLAINT

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

This is a blatantly sexist ad. There is no relevance between the girl and the product.

I believe this ad devalues all women, and sadly this very beautiful girl.

There is no logical rationale for having a female appear in the advertisement in the first place. Let alone standing inanely smiling at the camera whilst dressed in nothing but a bikini.

At one stage the camera pans up from her feet in close up of her body. Why?!

...takes us back to the bad old days of female sexuality being used inappropriately to market products.

I find it exploitive of the female body.

THE ADVERTISER'S RESPONSE

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

It was never our intention to offend the general public as we need their business in order to survive.

The model Michelle has been an integral part of our marketing since day one and in Launceston viewers have seen all the campaigns and have not been upset by our ads.

In Hobart ...the complainants have not seen all the ads yet and have looked at the new product and price ads in isolation.

We have taken the complaints very seriously and are remaking all the ads to address the issue.

THE DETERMINATION

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

The Board considered that it is the advertiser's choice of what images to use, subject to the provisions of the Code, to advertise its products.

The Board considered that the woman depicted in the advertisement was not depicted in a sexual manner. The Board considered that the woman was presented wearing swimwear that is typical of current clothing trends for young women. The Board did not consider that the advertiser was demeaning to women.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.