



CASE REPORT

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| 1. Complaint reference number | 222/06 |
| 2. Advertiser | Brands Direct Aust P/L (Global Rags) |
| 3. Product | Clothing |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 June 2006 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement announces “Fake tits we like....fake jeans we don’t. Nothing fake at Global Rags. Well, some of the sales chicks may have fakeys – bless ‘em!” The voiceover continues to list various well-known brand labels carried at Global Rags “All real, and all at really good prices. In fact we’ll put our balls on the line and say that if we get beaten in price, we’ll beat it by 10%!! Fake tits are nice, fake jeans aren’t!! Nothing fake about Global Rags....except for the odd sales chick... and she just makes shopping a hell of a lot easier!!”

THE COMPLAINT

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

...there’s a repetitive reference to “fake tits”. I lost count of how many times this phrase was almost shouted. Worse, it’s suggested that some of the sales assistants at Global Rags may have “fake tits” and it was insinuated that that would be great and wouldn’t the customer be lucky in that case.

...it is insinuating that sales girls have fake breasts and so you should shop there for that reason.

THE ADVERTISER’S RESPONSE

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

The language used in the advertisement is in our view, accepted by the intended target audience (18 – 39 year olds) as being consistent with contemporary community standards of decency.

Regarding the denigration of employees, we did in fact discuss the content with our sales staff.....(they) had no problem with the content, they saw it as rather irrelevant, and did not take it seriously.

The advertising campaign featuring this radio advertisement has concluded. In the event that we choose to use the advertisement again, having regards to the complaints received, we will ensure that the advertisement is only run at a time when the likelihood of younger listeners hearing it is minimised (eg. evenings) and the ad’s content be altered to remove the language complained of.

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 whether the advertisement portrayed or depicted people in a way that discriminated against or vilified women.

The Board noted the language in the advertisement – specifically references to ‘fake tits’ and ‘balls’. The Board did not consider that the language used, on its own, was strong or obscene. The Board also noted references to the advertiser’s staff having ‘fake tits’ and making shopping worthwhile – with the obvious inference that customers would ogle the female staff.

The Board considered that the tone of the advertisement was aggressive, demeaning and denigrating towards women. The Board considered that the advertisement objectified women and did not contain any compensating affection or humour. The Board also considered that the tone of the advertisement crossed the line of what was acceptable and considered that the advertisement did discriminate against or vilify women.

Finding that the advertisement did breach section 2.1 of the Code the Board upheld the complaint.

ADVERTISER’S COMMENTS RE DETERMINATION

The advertisement was ceased immediately on the date that we were advised (of the determination).

We sincerely apologise that our advertisement has offended the complainants and shall take note of this in our future advertising programme.