



CASE REPORT

1. Complaint reference number	224/06
2. Advertiser	Ramset
3. Product	hardware/machinery
4. Type of advertisement	Print
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 print advertisement is featured on an orange background announcing a competition to “Win the model of your choice”. Arrows point to cars, with the words “Holden model that is”, as the advertisement also shows a female model in a bikini, alongside which are the words “Renee’s just here cause she looks good.” The advertisement details the Ramset items which when purchased gain the buyer entry into the competition. In the lower right hand corner is a picture of a young woman wearing cut-off denim shorts and a check shirt tied under her breasts, holding a power drill.

THE COMPLAINT

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

The ad is: - sexist – discriminatory – sleazy – derogatory and offensive to women – offensive to men who respect women – out of touch with the 21st century.

THE ADVERTISER’S RESPONSE

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

While the Ramset – Win a Holden Promotion was being developed, all three female staff members viewed the material and were asked to express their opinions. No negative feedback was received.

“Renee” is a model managed by a professional talent agency. She was selected based not only on her good looks, but the fact that we required a professional model, not a page three pin up girl, in order to support the proposition “Win the model of your choice”. Renee was fully advised to the nature of the promotion and was shown storyboards which did not cause her any issues.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”), in particular sections 2.1 and 2.3.

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 women depicted in the advertisement were not depicted in a sexual manner. The Board considered that one of the women was presented wearing swimwear that is typical of current clothing trends for young women, and the other woman was also wearing typical warm weather clothing. The Board did not consider that the advertisement was demeaning to women, nor did it inappropriately depict nudity or sexual images.

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