



CASE REPORT

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| 1. Complaint reference number | 272/07 |
| 2. Advertiser | CSR Ltd (Bradford Insulation) |
| 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, 11 September 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a woman in her kitchen bundled up with dressing gown over her jumper and wearing gloves and looking as if she is freezing. She warms her hands over the toaster and cups a mug of coffee to absorb the heat. She speaks to herself as if in afterthought "We don't need insulation, it's only this cold a couple of days a year...A couple of days this week...a couple of days last week - and they say it's going to be like this for the next couple of weeks! I wish we'd called Bradford!" A male voiceover addresses the woman "You can't fight comfort...The warming comfort of Bradford Gold Insulation on winter days like today. Must be near freezing..." as the woman responds "I could kick myself!" The voiceover continues "For a comfortable home - all year round - don't put up a fight, pick up the phone! You'll save on energy bills too!"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

A woman is portrayed as stupid, too stupid to resolve obvious problems, and incapable of taking action to prevent herself from being uncomfortably cold. She's also too stupid to express cohesive sentences. Is it this cold a couple of days a year or a two days a week or every day for a fortnight? This advertisement demeans women. I don't want my daughter to be exposed to this kind of material. Young women are exposed to too many dopey women on TV.

THE ADVERTISER'S RESPONSE

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

The ad refers to the situation where home owners decide they can get through the winter without insulation and then find they suffer from the fact their home is cold for longer than they expected.

In this case the ad opens with the woman making a sarcastic reference to the decision made with her husband at the start of winter that it's only cold a couple of days a year and they can get by without insulation. She then goes on to state that in fact it's been cold last week, this week and it's forecast to be cold for the next couple of weeks and she wishes they had got insulation earlier.

In no way is this intended to be demeaning to women and we cannot understand how it can be interpreted as such.

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 the complainant's concern that the advertisement depicted women as unintelligent. The Board viewed the advertisement and considered that the woman was clearly depicted as making sarcastic references to the fact that they should have purchased insulation for their home before winter as they have had a lot of cold days. The Board did not think that the woman was depicted as unintelligent and considered that the advertisement did not vilify or discriminate against women.

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