



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 302/07  |
| 2. Advertiser                 | Holeproof (Rio Multipack)                           |
| 3. Product                    | Clothing  |
| 4. Type of advertisement      | Outdoor   |
| 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 radio personality Fifi Box, with a male model wearing seven pairs of Rio underpants on top of each other. Fifi advises that Rio underpants come in multipacks of seven - one for each day of the week. Starting with Monday, as she mentions each day, the male model takes off a pair of underpants. When she gets to Sunday he hesitates and looks nervous, it being the last pair he is wearing. Fifi urges "Come on you, get 'em off!" The model begins to slowly remove the last pair and we cross to Fifi watching and commenting "Oh, I love Sundays..."

## **THE COMPLAINT**

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

*If this advertisement had the sexes swapped, it would be taken off the air immediately due to the uproar from feminist groups. There should be no double standards. This advertisement is clearly using men as a sexual or physical object of desire, and is not concentrating on promoting the actual product being advertised.*

## **THE ADVERTISER'S RESPONSE**

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

*Rio is an iconic Australian underwear and socks brand. It has a cheeky, vibrant and irreverent personality. Its strong brand recognition can be attributed to its many successful campaigns which have a long history of using humour to create memorable advertising.*

*We strongly reject the notion that the advertisement in question portrays the man as a sexual or physical object of desire. Instead the ad features a playful exchange between two adults. At no point are the depictions overly graphic, nor is there any nudity or physical contact. Whilst we are aware that creative of this nature is subjective and open for interpretation, we don't feel that the content is inappropriate or offensive in any way.*

*The complaint also suggests that the ad is "not concentrating on promoting the actual product" which we strongly disagree with as the ad features one of the main product benefits – the ability to buy briefs in multipacks, covering men's underwear needs for an entire week.*

*In conclusion, we would like to thank the complainant for bringing this potential issue to our attention however we strongly believe that this advertisement does not breach the AANA Advertiser Code of ethics in any way.*

## **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 was sexist in its depiction of the man.

The Board noted that there was no actual nudity in the advertisement and it considered that there was no implied sexual activity or undertone. On this basis the Board considered that the advertisement did not breach Section 2.3 of the Code.

The Board noted that the advertisement is for men's underwear and that the depiction of the man wearing the underwear was in line with the manner in which women are represented in many lingerie advertisements. The Board considered that the man was not vilified or demeaned in any manner and that the advertisement was not inappropriate.

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