



## CASE REPORT

1. Complaint reference number	326/07
2. Advertiser	STA Travel Pty Ltd (Miss Round-the-World)
3. Product	Leisure & Sport
4. Type of advertisement	Internet
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 9 October 2007
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This internet advertisement depicts a globe of the world mounted on the legs of a woman wearing only high-heeled shoes and the heading "Cheap Adventures with Miss Round-the-World." Further text reads "The world has never been so cheap. She's sexy, she's well-rounded and she knows how to have a good time! Say hello to the cheapest and cheekiest tour guide going 'round. Go 'round the world from \$1399 plus taxes. So let the cheap adventures begin!"

## THE COMPLAINT

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

*I find this ad to be inherently sexist and offensive because it perpetuates the subordination of women by viewing them solely as sexual objects. The captions that accompany the picture are particularly offensive. This ad further entrenches the stereotype that women who appear in the public sphere being are cheap whores.*

## THE ADVERTISER'S RESPONSE

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

*Our intention is never to offend and we certainly do not condone sexist advertising. Our belief is that the Miss Round the World concept - the travels of a globe on legs around the world - is absurdist and bizarre, but not exploitative*

*STA Travel is a youth orientated brand with a heavy focus towards catering travel to students and the under 26 market at a price they can afford. STA Travel understands that to attract this market, campaigns need to be treated with a sense of humor, a tongue in cheek mentality, to keep the target audience engaged. STA Travel's creative stance this year has been 'cheap and cheeky' embracing the values of the brand itself and creating campaigns that step out away from the standard travel campaign into a far more creative and comical platform.*

*In keeping with the 'cheap and cheeky' advertising style campaigns such as 'Around The World with Miss Round The World' we aim to attract the viewer with a comical take. Placing the globe of the earth on top of a pair of female legs and naming her Miss Round The World is to make her appear like a beauty contestant, beautiful, sexy and enticing and in turn, the aim above and beyond is to make the travel destinations the same. Miss Round The World is not a human, she is an inanimate object, a character. The idea behind the ad is not to be derogatory to woman or the female gender. It is supposed to be comical, treated with a sense of humor and to make you think more about travel by catching the viewer's attention in an alternate fashion.*

## **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 discriminated against women in its depiction of the globe on legs image and its accompanying text.

The Board considered that the advertisement was unusual and accepted the advertiser's response that the advertisement is supposed to be comical and presenting the globe of the earth in a Miss World type concept.

The Board considered that this advertisement's use of a globe on legs did not present women as objects or sexual beings. In the Board's view the globe on legs was presented as female but not as a woman - clearly as a made up object. The Board considered that the text accompanying the image, particularly the references to world as being cheap, and cheeky, were clearly in the context of a travel agency and were clear references to travel.

The Board considered that the advertisement would be seen as humorous by most people and in no way discriminatory of or vilifying women. The Board determined that the advertisement did not breach section 2.1 of the Code.

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