



CASE REPORT

1. Complaint reference number	341/03
2. Advertiser	Versatile Buildings (Aust) Pty Ltd (Total Span)
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, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement before the Board opens to a series of visual scenes showing a man getting in the way of his wife as she does various chores and activities around the house the wife states, “my husband was constantly underfoot, hanging around like a bad smell, always in my hair so I let him have it. The new Totalspan shed he’s always wanted.”

The scene cuts to outside the house with the man surveying different parts of a Totalspan shed. A voiceover states, “And if you buy a Totalspan garage now we’ll let you have it. A totally free Colourbond roof upgrade. That’s right a totally free Colourbond roof upgrade. Now that’s smart.”

The scene then cuts to the wife sitting inside the new Totalspan shed and stating, “He’ll be even happier once I let him use it.” And the man is seen outside the shed pleading “It’s my shed.”

THE COMPLAINT

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

“...Promotes stereotyping in that males are expected to remain outside of their house and the house is for woman only... denigrating of males (in particular white anglo saxon males) because it says “hanging about like a bad smell” etc. Also suggests that it is acceptable to carry out emotional or physical domestic violence on husbands.

THE ADVERTISER’S RESPONSE

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

“...We are of the opinion that the advertisement is no way offensive or denigrating to males.”.

THE DETERMINATION

The Advertising Standards Board (“the Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (“the Code”).

The Board considered that the intended humour of the advertisement would be recognised by the majority of people exposed to it. The Board considered that the advertisement was not demeaning or derogatory toward any group of people and therefore found that the content did not contravene the discrimination or vilification provision of the Code not any other provision of the Code.

Accordingly the complaint was dismissed.