



CASE REPORT

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| 1. Complaint reference number | 341/07 |
| 2. Advertiser | Dee Why RSL (Jet Car Wash) |
| 3. Product | Other |
| 4. Type of advertisement | Transport |
| 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 transport advertisement shows the rear of a car covered in mud, and written in the mud are the words "If only my wife was this dirty". Alongside is written "Keep it clean. Jet Car Wash."

THE COMPLAINT

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

I find this add offensive to women and misleading to children. I do not see the role of advertising to promote disrespect to women, and suggestions of sexual smuttiness are clearly not amusing, and not the correct attitude to suggest it is Ok for a husband to regard his wife in this way.

THE ADVERTISER'S RESPONSE

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

Dee Why RSL Club owns and operates Jet Car Wash in our local area of Dee Why. This year we have contracted to purchase various advertising space on local buses. In September 07 we had space on the back of 20 local buses and felt the position was perfect to advertise our car wash services to passing cars.

The idea came from the concept of dirty cars with "wash me" written in the dust. Our graphic designer had seen the image on the internet and after brushing out the car model and other branding information we used the image in conjunction with a tag line of KEEP IT CLEAN. The idea being to be a bit cheeky, induce a laugh and encourage customers to visit JET car wash to "keep it clean".

We meant no offense and conversely have recieved various comments on the humour of the advert. We would like to run it periodically but will abide by the decision of the Board. We would also be happy to contact the complainant to provide further information if required.

The final decision in running this ad is the fact that our club has increased membership by over 6000 since December 2007 with 75 % of those members being under 60. We believe that this type of humour does resonate with the younger customers without offending.

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 sexual innuendo in this advertisement demeaned

women. The Board considered that the advertisement's depiction of a dirty car was likely to be taken as a tongue-in-cheek play on the sexual reference about your partner being 'dirty'. The Board considered that most people would view this advertisement as humorous rather than demeaning of women.

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