



CASE REPORT

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| 1. Complaint reference number | 350/03 |
| 2. Advertiser | Neato Employment |
| 3. Product | Professional 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 visual scene of two men walking down an office corridor. One of the men has a white plastic cup in his hand and states,

“You know I wasn’t always the worldly success story you see before you. I tried out several careers but never quite managed to find the right one. Well that’s when I called Neato. They helped me find a job that was suitable for me, you know, the right training. They even helped me prepare for the interview.”

At this point in the ad the man takes a sip of the beverage in his cup and then continues speaking, “And as they say, the rest is history.” As he says that sentence he throws the arm that is holding the cup back behind him and an older business man wearing a white shirt and tie walks in front of him and the beverage is spilt all over his shirt. The scene cuts to a white background with the Neato Employment Services logo and details appearing. A voiceover states

“With offices throughout central, northern and southern Queensland, we can help you find your next job fast. Neato the right people for the job.” The advertisement then cuts back to the man who spilt the drink wringing the man’s tie upon whom the beverage was spilt and asks him “Coffee?”

THE COMPLAINT

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

“The ad is a typical portrayal of a white Anglo-Saxon male on TV ad, where they are portrayed as being hopeless and in need of help which fortunately can only be supplied by the company supplying the product..... It stereotypes males as being hopeless and incapable. ”

THE ADVERTISER’S RESPONSE

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

“[The advertisement is part of] a series that employ humour to communicate their messages.....the key message the commercials convey to viewers is that the manager was unsuited or untrained for these jobs, rather than being hopeless or stupid....”

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 content did not contravene the provision of the Code relating to discrimination or vilification nor any other provision of the Code.

Accordingly the complaint was dismissed.