



CASE REPORT

1. Complaint reference number	362/07
2. Advertiser	Harvey Norman (Yamaha Digital Sound Projector)
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, 13 November 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement describes the features of the product and the special deal available at Harvey Norman. To conclude, the male voiceover announces "He'll love the sound...she'll love the look - the best of both worlds. Now at Harvey Norman"

THE COMPLAINT

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

Are females not able to appreciate anything deeper than the external appearance? I find the ad passively sexist. It speaks only to males, and assumes females are not capable of indepth thought. As a female, I found this extremely offensive. I am definitely not a feminist but was deeply offended by the ad and am continuously disappointed with the evident passive sexism that is displayed in community living. It is not acceptable. It's not surprising that sexism is an issue in many work places when people are exposed to degrading comments on commercial tv.

THE ADVERTISER'S RESPONSE

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

We do not believe this advertisement breaches any advertising standards. The intention of the advertisement was to suggest that both sexes would select the advertised product, using different selection criteria, but once selected, enjoy the product equally. There was never any suggestion that females are incapable of in-depth thought – merely the suggestion that males and females have different views.

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 by depicting women as only caring about the appearance of an appliance rather than the performance. The Board considered that while this was a fairly stereotypical depiction of women it was unlikely to be considered offensive by women and that it did not amount to vilification of or discrimination against women in contravention of section 2.1 of the Code.

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