



## **CASE REPORT**

- |                               |                                                     |
|-------------------------------|-----------------------------------------------------|
| 1. Complaint reference number | 366/08                                              |
| 2. Advertiser                 | ACP Publishing                                      |
| 3. Product                    | Media                                               |
| 4. Type of advertisement      | Radio                                               |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Wednesday, 8 October 2008                           |
| 7. DETERMINATION              | Dismissed                                           |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement is a competition to win a man slave for the day and features a woman's voice asking "OK, let's check the list... bushes trimmed? Dogs walked? Leaking tap fixed?..." A female voice over explains "This month's CLEO gives you the opportunity to win a Man Slave for a day. That's one well built fella to do all those... important jobs round the house." The woman continues to ask "...My full body wax?...and as the man sounds surprised she giggles "Just kidding – let's get you into a singlet and out in the garden, cowboy"

## **THE COMPLAINT**

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

*The advertisement is out of step with community values, and objectifies males in an inappropriate light. Such advertising is frequently objected to when women are involved or objectified and the same standards apply to males.*

## **THE ADVERTISER'S RESPONSE**

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

*Having reviewed the advertisement in light of the complaint, ACP Magazines is of the view that the complaint has no substance and that the advertisement is reasonable and appropriate. In particular, having regard to the tongue-in-cheek and playful tone of the advertisement, reasonable consumers would not consider it to be out of step with community values or to objectify males.*

*ACP Magazines takes its responsibility to its readers and the broader community very seriously. When advertising material for the promotion of a magazine is created, consideration is given to the issues to which that material gives rise and the audience to which that material will be exposed.*

*As CLEO's readers are principally women, the advertisement is necessarily directed towards them. It is intended to appeal to a woman's wish to have a man perform certain physical tasks around the home. In this regard, its appeal is similar to that of a business such as "Hire a Hubby" or "Two Men and a Ute". There is no implication that a man would not similarly want to have such tasks performed by someone other than themselves. Indeed, the competition is open to both men and women.*

*The advertisement makes clear that inappropriate tasks are not acceptable (and the terms and*

*conditions applicable to the competition prohibit inappropriate tasks). While the advertisement references mild voyeurism, it does so in a manner that is amusing, inoffensive and consistent with reasonable community expectations for advertising content.*

*ACP Magazines is disappointed that the complainant found the advertisement to be inappropriate. However, ACP Magazines is strongly of the view that the advertisement is consistent with acceptable community standards. In particular, ACP Magazines see no basis on which the advertisement could be considered to discriminate against or vilify males.*

## **THE DETERMINATION**

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

The Board considered the application of Section 2.1, relating to discrimination and vilification. The Board noted that the concerns expressed in the complaint(s) about this advertisement seemed directed towards the prize offered, rather than how it was being advertised. In particular, the concerns related to the reference to a “slave” or “servant”. The Board did not consider the wording breached the provisions relating to discrimination or vilification on the basis of gender and accepted the advertiser's submission that the advertisement is directed to its principally female readership.

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