



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 373/08  |
| 2. Advertiser                 | Zobel Loans   |
| 3. Product                    | Finance/Investment                                  |
| 4. Type of advertisement      | TV  |
| 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 television advertisement opens on a scene with a woman vacuuming. The decor and her outfit give the impression she is from the late 1950s to early 1960s. The woman's voice is heard saying it is nice to own a home that she can 'lovingly prepare' for her husband every day. She then turns off the vacuum cleaner and says: "Aah, now to prepare myself" and picks up a martini glass. The ad cuts to a voice over and the Zobel Loans logo. The Voice over says: Zobel. Giving you almost everything you want".

## **THE COMPLAINT**

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

*This implies that men want women to clean the house and prepare it for his arrival home. I found this very sexist, and would like the add taken off.*

## **THE ADVERTISER'S RESPONSE**

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

*This ad is retro footage and I believe has given a light hearted look at life in the 50's / 60's with a modern day interpretation for our business and in no way demeans or offends any minority group. The advert in no way purports to represent all women, or to promulgate any notion of expectation from men.....both of which are, I consider, broad and presumptuous claims.*

*That said, even in today's world, I am sure there are a vast number of home managers (both male and female), who do in fact take great pleasure in owning their own home and maintaining it to a high standard.*

## **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. The Board discussed the portrayal of the wife and agreed the advertisement clearly depicted a "retro" representation of a housewife, which the audience would understand. The Board agreed the advertisement was not suggestive that all women belonged in the home and found no breach of Section 2.1.

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