



CASE REPORT

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| 1. Complaint reference number | 446/09 |
| 2. Advertiser | Rollformers QLD |
| 3. Product | Hardware/Machinery |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 28 October 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Outdoor advertisement with a picture of an extendable trailer and the caption says "need more length" with a woman depicted at the side of the billboard wearing a red safety hat and a white singlet holding a power drill.

THE COMPLAINT

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

This ad is highly offensive - it clearly indicates sexual connotations, degrades women and makes them a sex object for something as basic as steel/shed supplies. Additionally as this is the main road into Hervey Bay it is used by a high volume of traffic. I personally find it offensive - I also do not like driving past it with my children in the car as they are of an impressionable age and simply this ad puts across the wrong message. I believe it breaches both Sect. 2 of AANA Code of Ethics - portrayal of sex/sexuality/nudity/portrayal of people and also the AANA Code for Advertising & Marketing Communications to Children. The sign is on a road used to get to a number of schools. It is inappropriate. Both myself and a large number of other parents I know find the ad offensive and we would not purchase the product simply because we find the ad so offensive. (Your advertiser should realise by now that women make up half of the population with at least half of the buying power and ensure that their advertising is not degrading to women or sends the wrong message to children about the roles of men & women in society.)

THE ADVERTISER'S RESPONSE

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

As the Board takes Advertiser Responses into account when making its decision the Advertising Standards Bureau (ASB) would appreciate if you would advise whether you think that the advertisement meets the requirements of the Code of Ethics.

The two key provisions are:

- Advertising shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of ... sex*

ASB So do you think that the advertisement discriminates against women??

Advertiser: No, why would it? They can hire our extendable trailer the same as a man.....

- Advertising shall treat sex, sexuality and nudity with sensitivity to the relevant audience ..*

ASB Do you think that the ad has any sexual connotation or that the woman is appropriately dressed and if so – do you think that this is still ok given that this is a billboard and that lots of different ages of people can see it?

Advertiser: Sexual Connotation? I think that the woman is dressed skimpy and is portraying a great fun and cheeky look. I think the woman is not dressed to go to work on a job site but I guess if she was the ad wouldn't have the same effect??? With the different ages query – we live in Hervey Bay, one of the fastest growing cities and the retirement capital of Australia, the billboard has some 30,000 cars passing a day, I don't believe too many elderly people or pensioners have made any complaints? Everyone I, or my staff know, (including grandparents) get a good giggle from the ad.

ASB Basically just let us know why you think that the advertisement is OK.

Advertiser: I think the Advertisement is ok because we have received no complaints until now and for the above reasons if it was that bad I'm sure we would have had hundreds of offended people contact the Bureau.

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 concerns that the advertisement was offensive because it was objectifying and demeaning to women and that the advertisement clearly indicated a sexual connotation.

The Board noted the advertiser's response and viewed the advertisement.

The Board considered whether the advertisement was in breach of section 2.3 of the Code.

"Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone".

The Board noted that the advertisement is for the sale or hire of extend able trailers and that the slogan "need more length" might be considered by some members of the community to be sexually suggestive and offensive. However, the Board agreed that the statement was relevant to the product/service and that the play on words was relatively mild. The Board noted the concerns of the complainant that the depiction of the female in the advertisement was unnecessary, however, the Board considered that the woman was not depicted in a demeaning or sexualised manner and was fully clothed. The Board determined that the advertisement was not in breach of section 2.3 of the Code.

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