



CASE REPORT

1. Complaint reference number	524/09
2. Advertiser	Wyllie Tiles
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Wednesday, 11 November 2009
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement starts with a woman's voice as the voiceover, as the viewer is shown through the showroom of Wyllie tiles: I love buying tiles from Wyllie because of the new styles and colors ... and not just tiles ... Toilets with lids the kids cannot slam down, and by the way girls the vanities are fantastic, I can finally get a vanity of my own and he gets his, ... products I like at a price he can afford, Wyllie tiles, more than just tiles.

THE COMPLAINT

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

Generally Wylie ads are sexist but this ad is over the top.

THE ADVERTISER'S RESPONSE

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

*We have, over the past 15 years, devised a marketing concept that promotes the business as a Tasmanian family business. As you can appreciate the product 'tiles' can be visually challenging for a TVC. We approach our marketing for the client with humour, and more recently, because of an increase in product, style and quality we now incorporate this in our tvc's. In this instance, a woman, (perhaps married, or in a relationship) refers to her choice of product, (our research indicates that her partner may prefer to, or agree to the choice of their partner), and have no problem contributing to the cost. Hence the whimsical line "**products I like....at a price he can afford**". We disagree that the lady's voice has been formulated to sound "**sexy**" as it was never intended to be portrayed as such. If you would like additional copies of other CAD approved tvc's to give you further insight into our clients marketing concepts, please do not hesitate to contact me.*

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.

The Board noted the advertiser's response and considered whether the advertisement was in breach of section 2.1 of the Code. Section 2.1 of the Code states:

"Advertising or marketing communications 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 face,

ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief".

The Board viewed the advertisement and noted that the advertisement could be seen to be implying that men are the sole income earners in a relationship. The Board agreed that although the advertisement might be out-of-touch with reality in its stereotypical depiction of a relationship, it did not degrade or vilify either women or men.

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