



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 6/08  |
| 2. Advertiser                 | Allphones   |
| 3. Product                    | Telecommunications                                  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Wednesday, 16 January 2008                          |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features the animated character of "Angel" a young woman with blonde hair wearing a red jumpsuit, who asks "Hi, want to get connected?" and details Allphones special deals.

## **THE COMPLAINT**

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

*A computer generated "blonde bimbo" with large breasts and an out of proportion head and torso. She is also speaking in a "sexually suggestive manner". Not a realistic or or flattering portrayal of women at all. It is very provocative and sexist.*

## **THE ADVERTISER'S RESPONSE**

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

*The subject of this complaint is Allphones' use of "Angel", a cartoon female character dressed in the Allphones colours red and yellow (which includes her yellow hair) and the image is an Allphones trademark. "Angel" is certainly not intended to discriminate or vilify women but rather embodies our largest customer demographic, being females aged between 16 - 29. The mobile telecommunications industry is a youth dominated industry and "Angel" personifies the Allphones brand - youthful, vibrant and attractive, to its customer demographic.*

*Allphones began using the "Angel" cartoon character in print advertising since April 2006.*

*The first television commercial using "Angel" went to air on 7 October 2007. Allphones' television commercials run on Channel 7 and their affiliates and we generally run between 1500 - 2000 30-second spots per month in total television viewing.*

## **THE DETERMINATION**

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

The Board viewed the advertisement and noted that the advertisement features a cartoon woman who is dressed in a lycra suit and is obviously well endowed. In the advertisement the woman talks about the mobile phone offers that are available in the particular advertiser's stores.

The Board considered that the image was a stereotypical image of a woman but that it was not

offensive or denigrating to women. The Board considered that the image of the woman was not discriminatory or vilifying and that the advertisement did not breach Section 2.1 of the Code.

The Board noted that although the cartoon woman is clearly intended to appear 'sexy' the advertisement treats sex, sexuality and nudity appropriately considering the relevant audience and timezone.

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