



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 85/07 |
| 2. Advertiser | Central Queensland Pumps (CQuip 1) |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 10 April 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

There are two television advertisements:

Two women wearing sunglasses, black shorts and white t-shirts with a map of Australia and "CQuip" across the front are sitting on the edge of a home swimming pool. A male voiceover advises "You won't remember the face. You won't remember the phone number" as the women turn to face the camera. One woman is then shown instore browsing the water blasting machines and accessories as the voiceover concludes "Don't forget the name, CQUIP the water blaster specialists."

One woman wearing black shorts and a white t-shirt with a map of Australia and "CQuip" across the front is in a home swimming pool, while a second woman (similarly dressed) is hosing down the pool surrounds with a water blaster. She is then shown hosing down the hull of a boat, and a man is shown hosing down industrial equipment in a workshop. A male voiceover explains "For small jobs, from pool cleaning to patios and everything in between, specialising in pressure cleaners and a wide range of cleaning equipment...from vacuum cleaners, sweepers, scrubbers and custom built units for your individual needs....specialising in agricultural spray equipment, from household cleaning to broad acre spraying..." Still photos and video show the varied uses of the water blasters and one woman is then shown browsing the water blasting machines and accessories instore.

THE COMPLAINT

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

It is very derogatory towards women.

THE ADVERTISER'S RESPONSE

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

I feel that the ad does not breach any of the advertising standards. I would wish for a favourable ruling.

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 whether the advertisement breached Section 2.1 of the Code dealing with discrimination against gender. The Board agreed that the images of the attractive women in tight t-shirts did not of themselves constitute discrimination against women.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.