



CASE REPORT

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| 1. Complaint reference number | 86/07 |
| 2. Advertiser | Central Queensland Pumps (CQuip 2) |
| 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 | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a woman wearing black shorts, a white t-shirt with the CQuip logo on the front, and boots, using a water blaster to hose down heavy machinery. Voiceovers of men in the background comment "Wow, I'd like to touch that", "I wouldn't mind getting my hands on that beauty" with sounds of "ooh...aah..yeah yeah...". Four men in overalls are then seen admiring and stroking a water blaster (the previously unseen object of their comments) as the voiceover continues "Let a professional supply you with the right tools to keep your gear clean". As the men are further seen examining the water blaster, the woman continues to clean the machine in the background. The voiceover concludes "CQuip - operator not included!"

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 or vilification against sections of the community, in this case, women.

The Board noted the language in the advertisement and in particular the phrases of the men leering at the woman using the advertised product. The Board considered that the tone of the advertisement was demeaning and denigrating towards women, and that its attempted humour failed. The Board considered that the tone of the advertisement crossed the line of what was acceptable and considered that the advertisement did demean women to the extent that it discriminated against women. Accordingly the Board found that the advertisement breached Section 2.1 of the Code.

Finding that the advertisement did breach section 2.1 of the Code, the Board upheld the complaint.