



CASE REPORT

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| 1. Complaint reference number | 98/07 |
| 2. Advertiser | Invocare (White Lady Funerals) |
| 3. Product | Professional services |
| 4. Type of advertisement | Outdoor |
| 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

This outdoor advertisement features a woman wearing a White Lady uniform smelling a white rose and the words "White Lady Funerals. A woman's understanding".

THE COMPLAINT

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

I found it sexist because it implies that men don't have the same understanding as women for funerals and that somehow their funerals (sic) will therefore be better.

THE ADVERTISER'S RESPONSE

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

The current brand strap line, 'A Women's Understanding' was introduced in 2003 to all White Lady Funerals advertising and print collateral. The strap line supports the fact that all White Lady Funeral staff are women.

We believe our advertising for White Lady Funerals fully complies with Section 2 of the AANA Advertiser Code of Ethics and especially sub section 2.1. The strap line, 'A Women's Understanding,' isn't discriminatory merely because it is a statement referring to women. There is no implication in this statement that 'men don't have the same understanding as women' and that 'their (White Lady Funerals) funerals therefore will be better'.

InvoCare owns a number of traditional and contemporary funeral brands in which our managers, funeral directors and arrangers are men and women. White Lady Funerals is our only all women funeral brand.

I note that the complainant is from South Australia and the complaint was made in February. Our last scheduled outdoor bill board advertising campaign for White Lady Funerals in South Australia ended in September 2006 and recommenced this month (March 2007).

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 considered whether it breached Section 2.1 of the Code dealing with discrimination against gender.

The Board agreed that the advertisement was clearly targetting people who might have preferred women to handle their relatives' funeral arrangements. The Board did not agree that this amounted to discrimination against men generally. Hence the Board found that the advertisement did not breach Section 2.1 of the Code.

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