

## Case Report

1. Case Number :	0290-23
2. Advertiser :	Trippi
3. Product :	Insurance
4. Type of Advertisement/Media :	Outdoor
5. Date of Decision:	30-Jan-2024
6. Decision:	Dismissed

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification  
AANA Code of Ethics\2.2 Exploitative or Degrading

### DESCRIPTION OF ADVERTISEMENT

This outdoor advertisement features an image of a woman in a Brazilian Carnival costume and the words, "Save on Trippi travel insurance, spend more partying with a Brazilian".



### THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

*It uses sex appeal in a way that is degrading Brazilian women.*

*The guide to advertising in shopping centers from ACCC under misleading or deceptive conduct includes impressions that such advertisers may impinge on consumer minds.*

*This one sexually all Brazilian women as escorts, as open to sex, which incentivizes sexual violence and stereotypes. It is a sexualized way to sell women. The service is aiming to metrosexual seeking pleasure. in a shopping center and on display at the parking lot for children, teens, adults anyone including myself- I feel ashamed.*

*I must express my concerns about the specific ad featuring a Brazilian lady in carnival attire with the caption "party with a Brazilian." As a Brazilian woman myself, I found this representation to be quite disconcerting.*

*The ad appears to play on cultural stereotypes, reinforcing the outdated notion that all Brazilian women are to be perceived as sexual objects. This portrayal, albeit unintentional, can perpetuate harmful stereotypes and contributes to the objectification of women.*

*I believe that it's essential for businesses to be aware of the impact their advertising has on diverse audiences.*

*The most sexist, prejudice advertising I have seen in Australia.*

*"Party more with a Brazilian"? 2023 and still with this mentality??*

*I felt extremely offended by that advertisement and I truly believe it not only offends Brazilian women as any other woman. The message makes it clear that Brazilians were made for "fun", but in this case, in a pejorative way.*

*Shocked that a crap campaign like that got approved. Let's evolve, people!*

*The advertisement they are promoting all around Australia is sexualising Brazilian women. It has double meaning in a way that promotes sex tourism and is offensive in many ways to women as well as to the Brazilian community.*

*It's a sexual advertisement about Brazilians*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*By way of background, the advert has been running for approximately 6 weeks and been viewed by an estimated 590,000 people. In this time we have received 8 complaints from members of the Brazilian community, using similar language noting the advert 'perpetuates a stereotype that Brazilian women are prostitutes'.*

*I understand that cultural nuances can often result in different interpretations from the one that was intended, and we certainly do not want to continue running a campaign that is causing (even unintentional) concern. As such, we have ceased running the advert and have instructed the outdoor billboard company to remove the ad from all sites.*

*Our internal review (completed by ourselves and the compliance team of our insurance partners) rejected the assertion that the line 'spend more time partying with a Brazilian' or the use of the carnival image is promoting or inferring anything derogatory. Specifically the term 'partying with' is a commonly understood phrase used by people of all ages out with friends at social gatherings. It is defined in the dictionary 'as drinking and dancing with others'. Further we noted the Rio Carnival is promoted by the Brazilian government in its own ads as 'the biggest party in the world' and uses similar iconic imagery contained in the Trippi ad. Hence we believe the genuine interpretation of the advert is a message of 'save on insurance and spend more time enjoying your holiday'.*

*We are genuinely interested in understanding more on this topic, and very open to feedback on whether we have failed to meet community standards, or whether the complaints raised represent an unfair interpretation by a very limited number of individuals.*

*So, despite the ad being withdrawn, I would greatly appreciate Ad Standards independent view on whether the ad has breached community standards.*

## **THE DECISION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the advertisement is a sexualised portrayal of Brazilian women.

The Panel viewed the advertisement and noted the advertiser's response.

**Section 2.1: Advertising or Marketing Communication 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 race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of:

- Discrimination - unfair or less favourable treatment
- Vilification - humiliates, intimidates, incites hatred, contempt or ridicule
- Gender - male, female or trans-gender characteristics.

**Does the advertisement portray material in a way which discriminates against or vilifies a person on account of gender or nationality?**

### Gender

The Panel noted the complainants' concerns that the advertisement is disrespectful to Brazilian women.

The Panel considered that there is no negative language or imagery in the advertisement that implies that the woman, or women in general, are only useful or wanted for their anatomy, nor is there a suggestion that women have no identity apart from their bodies.

The Panel considered that while some viewers may dislike the imagery of the advertisement, the depiction of a woman as in the advertisement is not itself unfair or less favourable treatment, nor does it humiliate, intimidate, or incite hatred, contempt or ridicule of Brazilian Women.

### **Section 2.1 conclusion**

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of gender or nationality, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

### **Section 2.2: Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

#### **Does the advertisement use sexual appeal?**

The Panel noted that this advertisement depicts an image of an attractive woman in a Carnival costume and considered that this is likely to be considered to contain sexual appeal.

#### **Does the advertisement use sexual appeal in a manner that is exploitative?**

The minority of the Panel considered that the wording 'party with a Brazilian' was a suggestion that a person travelling could chose to party one-on-one with the Brazilian woman in the advertisement. A minority of the Panel considered that this was a suggestion that the woman was an object or commodity being used to promote an unrelated service. The minority of the Panel considered that this advertisement could have easily used the phrase 'party in Brazil' or 'party with Brazilians' and it would not have conveyed this impression.

However the majority of the Panel considered that most members of the community would see this advertisement as promoting a person going to Carnival with the money they have saved on their insurance.

The majority of the Panel considered this was a depiction of a woman in a costume indicative of the Carnival event, and there was not a suggestion that the woman was an object or commodity.

#### **Does the advertisement use sexual appeal in a manner that is degrading?**

The Panel considered the woman was depicted in a costume associated with Carnival, and that she was not lowered in character or quality.

The Panel considered that the advertisement did not employ sexual appeal in a manner which is degrading to women.

#### **Section 2.2 conclusion**

Finding that the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of an individual or group of people (Brazilian women), the Panel determined that the advertisement did not breach Section 2.2 of the Code.

#### **Conclusion**

Finding that the advertisement did not breach any other Section of the Code, the Panel dismissed the complaints.