



Case Study

Exploitative or
degrading

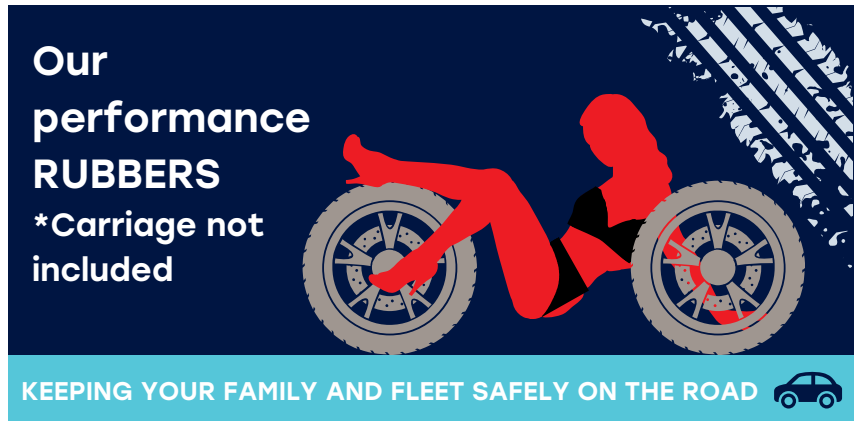


Case study

Exploitative or degrading - Section 2.2 of the AANA Code of Ethics

What did the ad include?

This advertisement featured a woman in lingerie posed between two tyres. The impression of the ad is that the woman is the body of a motorbike. The ad was promoting a tyre business.



It was displayed online on a news site webpage.

This ad has been recreated for training purposes.

What did the complainant say?

“I was offended by the imagery and wording suggesting women are vehicles to make use of. I also didn’t like that it stated 'keeping your family and fleet safe on the road' suggesting this ad is aimed at families.”


What did the advertiser say?


“It is no worse than we see on the covers of 100s of magazines and on YouTube everyday. The ad is clearly meant to be humorous. The ad is not targeted to children, its targeted to 25-55 year old males. The whole campaign is humorous and by far the majority of people see this. There is no nudity and we do not feel that it is degrading.”

What did the Community Panel say?

The Community Panel noted that the ad focused on the woman’s body parts , which is irrelevant to the promotion of tires. Despite an attempt at humour by likening her to a vehicle, the Panel considered that the overall effect of the advertisement was a suggestion that the woman was treated as an object and that she was less than human. The ad breached Section 2.2 of the AANA Code of Ethics.

More information

 [Ad Standards exploitative or degrading webpage](#)

 [Read full case report \(0087-20\)](#)