



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0201/14</b>
<b>2</b>	<b>Advertiser</b>	<b>Ultra Tune Australia</b>
<b>3</b>	<b>Product</b>	<b>Automotive</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/06/2014</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

## DESCRIPTION OF THE ADVERTISEMENT

Two women wearing rubber outfits (one wearing a dress, the other wearing a catsuit) climb out of a car and walk in to an Ultra Tune workshop where one of the women slams her whip on the counter to attract the attention of the man sitting behind it.

The man nods and smiles at the women and text appears on screen reading, "The word is out we're now into rubber" and we see the women caressing some car tyres.

## THE COMPLAINT

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

*The automotive industry is known for a traditional lack of respect for women, the role of the women in the advertisement was purely as objects. The tag line "we're into rubber" is offensive and it deduces the women in the ad to fetish objects not customers or equals. It was clearly sexually overt, my 3 year old was watching and in a main stream Sunday football match, stuff like that shouldn't be in ads at that time, isn't this meant to be family time? I don't want my child to objectify women as sexual objects or think that licking / sniffing tyres is normal - it's insulting and stupid. I also have a feeling they have done this to get attention - who let this through to air is totally irresponsible.*

*I believe the ad speaks for itself as why it would be offensive. It objectifies women and sets a poor standard for the respect of women. The ad contributes the social norms of women being sexualised to sell products; this is to the benefit of successful advertisers and business but to the detriment of women.*

*This ad and any other ads like it, need to be removed from all modes of media as it is absolutely not helping women.*

*It was an incredibly overtly sexual add, supposedly advertising that ultra tune now sell tyres. It started with two woman wearing bondage/dominatrix rubber outfits getting out of their car, cracking whips, then walking into an ultra tune store where the male attendant looks them up and down appreciatively. They then walk over to the tyre displays and rub themselves against them and sniff them. It was incredibly inappropriate and sexual. The women were made up to look like strippers in extremely tight and revealing outfits and the way they acted was overtly sexual with pouting lips and come hither looks at the camera. To play an add like this during the football early at night when a lot of kids would be watching I found very inappropriate. I object to images like this being shown this early at night and I object to the way the women are portrayed.*

*Degradation and sexual objectification of women. it is not respectful nor necessary.*

## **THE ADVERTISER'S RESPONSE**

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

*We refer to your email letter regarding our new advertisement.*

*The 30 second advertisement is of two women arriving at an Ultra Tune workshop dressing in black figure hugging clothing demanding tyres. The advertisement is to promote tyres from Ultra Tune.*

*We respond to the issues raised (2.2 and 2.4 of the Code) as follows:*

*The objective of our advertisement is to promote that customers can now purchase tyres from Ultra Tune stores. We refute the suggestion that it objectifies or degrades women.*

*The advertisement commercial is deliberately exaggerated and unrealistic in its nature which is emphasised by the black and white filming style that is used.*

*At all times the women are in full control and are shown in a position of power and authority in their dealings with the male attendant. The use of a whip is to further emphasise the women's dominance in the advertisement. They are not being portrayed as objects of lust in the advertisement. The male attendant makes no degrading remarks or looks at the women when they enter the shop. He simply raises his eyes to acknowledge them and then nods with understanding that they are after tyres.*

*At all times the women are fully clothed. The advertisement does not portray sex or sexual act. The advertisement does not include any graphic nudity and there is no uncovered flesh.*

*The tongue in cheek reference to "rubber" in the super (approximately 19 seconds) is a reference only to the apparent type of clothing that the girls are wearing and rubber tyres (the product). It is not one of a sexual nature or act or product.*

*In respect of the final scene with the tyres, the women are only admiring the tyres and are not engaged in any sexual act with those tyres.*

*The women were treated fairly during the production and were remunerated for their performance.*

*The advertisement is not designed for children and is classified with a PG rating to be screened in the appropriate time period.*

*We also refer to case number 0307/13 where the case was dismissed. Our advertisement is more sophisticated and stylistic in nature with less sexual content than the advertisement referred to in case number 0307/13.*

*We do not believe the commercial breaches Section 2 of the AANA Code of Ethics in any way.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement is offensive and degrading to women and includes scenes that are inappropriate for viewing by children.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted that in order to be in breach of this section of the Code the image would need to use sexual appeal in a manner that is both exploitative and degrading.

The Board noted that the advertisement features two women wearing rubber outfits (one wearing a dress, the other wearing a catsuit) walking into an Ultra Tune workshop where one of the women slams her whip on the counter to attract the attention of the man sitting behind it. The women are seen caressing some car tyres.

The Board noted that it had considered an advertisement for Innerware (ref: 0380/13) where a woman entered a workshop dressed in lingerie. In this advertisement, the Board considered that “the depiction of a woman in her lingerie walking in to a male dominated tyre fitting shop is a purposeful use of her sexual appeal to attract the attention of the viewer to the product being advertised. The Board noted that the woman deliberately dressed in a manner that will attract the attention of the employees of the workshop and that she appears to be enjoying the attention of the men who work there. The Board considered that although the advertisement does use sexual appeal, it is not portrayed in a manner that is exploitative and degrading to women.”

Consistent with the decision above, the Board considered that the depiction of the two women strutting into the workshop portrays the women as powerful and confident and their depiction wearing rubber suits is relevant to the new range of ‘rubber’ tyres in store and does not amount to a depiction that is exploitative and degrading to women and did not breach section 2.2 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat

sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted the complainants concerns that the women use seductive moves around the tyres.

The Board noted that the advertisement is for tyres and tyre fitting and that the idea is to draw the attention of the viewer to the tyres. The Board noted that it is unlikely that anyone would behave in the same manner around tyres but that the actions of the women are exaggerated and unrealistic in a humorous way and are only mildly sexually suggestive.

The Board noted that the advertisement had been given a PG rating by CAD and that the advertisement was broadcast in the appropriate times for the rating given. The Board, considered that the overall theme and content of the advertisement are not inappropriate for viewing by a broad audience which could include children.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and determined that the advertisement did not breach Section 2.4 of the Code.

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