



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0207/18
2	Advertiser	De Nardis Hair Design
3	Product	Professional Service
4	Type of Advertisement / media	Print
5	Date of Determination	09/05/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.2 - Objectification Degrading - women
- 2.2 - Objectification Exploitative - women

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features the words 'Which One would You like for Autumn/Winter?' and 'A style cut needs to suit the person. The cut needs to stay the same even if the client does it.' Below there are three photographs of women with different hairstyles. Further details about the business are below the pictures of the women.

THE COMPLAINT

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

The advertisement has photos of 3 sexualised teenage girls with the heading set out in pink against a black background "Which one would you like for Autumn/ Winter?" My objection relates to the sexualisation of young girls and the double meaning of the heading.

THE ADVERTISER'S RESPONSE





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

Advertiser did not provide a response.

THE DETERMINATION

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 complainant’s concern that the advertisement degrades and exploits the women in the advertisement.

The Panel viewed the advertisement and noted the advertiser did not provide a response.

The Panel 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 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.

The Panel noted the print advertisement feature three women with different hair styles and featured the words ‘which one would you like for Autumn/Winter?’.

The Panel noted the complainant’s concerns that the advertisement sexualised the young girls in the advertisement.

The Panel considered the women in the advertisement were depicted as relaxed and confident and that their poses were not sexualised. The Panel considered that the women in the advertisement looked like adults and not girls.

The Panel considered that the service being advertised was a hair salon, and the focus of the advertisement was clearly on the different hair styles modelled by the women, and not on the bodies or sexual appeal of the women.



The Panel considered that the wording 'which one would you like for Autumn/Winter?' and the depiction of the three women was to showcase the range of hairstyles available, and was not suggesting that the women were objects or were available for purchase.

The Panel considered that the use of three attractive women in the advertisement may contain a mild level of sexual appeal, but considered that the advertisement was not exploitative or degrading of the women.

In the Panel's view, the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people, and did not breach Section 2.2 of the Code.

The Panel 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 Panel noted that the advertisement was in a weekly magazine and therefore the relevant audience would be broad and may include children.

The Panel considered that the complainant's concern that the advertisement has photos of three sexualised teenage girls and there was a double meaning behind the wording 'which one would you like'.

The Panel considered the wording of the interpretation of the wording 'which one would you like for Autumn/Winter' referring to the women themselves was unlikely. The Panel considered the most likely interpretation of these words, in the context of the service being offered, was asking the viewer which hairstyle would they like over Autumn and Winter.

The Panel considered that the women in the advertisement looked like adults and not girls. The Panel considered the women in the advertisement were appropriately covered and there were no sexual references.

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

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

