

COMPLAINT NUMBER	17/218
COMPLAINANT	K Seath
ADVERTISER	Tradie Workwear
ADVERTISEMENT	Tradie Workwear, Television
DATE OF MEETING	10 July 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Tradie Workwear television advertisement shows a man in his underwear, gesturing to the product and jiggling his buttocks. The script says, in part: “Wrap your optic nerves around these bad boys from Tradie. These little beauties give the set up a sweet ride! Resistance ratio check, spot on! Tradie Underwear, the ultimate tool box.”

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, K Seath, said: My family and i are not happy to see a man in his under wear and gesturing around his "package" and the bouncing his bottom on the television.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5.

The Chair noted the Complainant’s concern about the man in his underwear and his actions including “gesturing around his “package””.

The Chair referred to a precedent decision, 05/293, which was Not Upheld, and in which the Complaints Board confirmed its long-held view that the use of models wearing the underwear product they are promoting is acceptable.

Turning to the advertisement before her, the Chair considered the underwear being advertised and the words and actions of the model. The Chair said the advertisement used a level of humour to connect Tradie Workwear and a pun on the underwear being a “tool box”.

The Chair acknowledged the Complainant and their family had found the advertisement offensive, however, the Chair said the advertisement was unlikely to reach the threshold to cause serious or widespread offence and there was no apparent breach of Code of Ethics.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**