

COMPLAINT NUMBER	20/351
ADVERTISER	Tradie Workwear
ADVERTISEMENT	Tradie Workwear, Television
DATE OF MEETING	17 August 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Tradie Workwear television advertisement promotes their women's underwear range. The ad shows a female Australian Rugby Sevens player wearing the Tradie woman's underwear and encouraging women to "ditch biefs, knickers and panties and tradie up to something better". The advertisement features close up shots of the underwear and when the presenter says "for a whole lot of true blue, and a little bit of how do you do" she turns her bottom towards the camera and looks down at it.

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

Complaint 1: This advertisement contains inappropriate language and sexual connotations. The advertisement shows a young woman in tradie underwear and encourages watches to ask her 'how do you do' when she looks at her own bum in the tradie underwear.

Complaint 2: I found this advertisement really offensive and graphic to watch at 6.15pm. With young children, teen and pre-teen children watching. I understand there are probably a lot worse TV programmes out there but my family and I choose to watch things that don't display female and male bodies quite so graphically and we don't expect to see this type of thing on ad advertisement that we don't actually choose to watch - at 6.15pm whilst watching the news.

Complaint 3: During one news (Thursday 13th August 6.53pm) the tradie underwear was advertised. This advertisement includes a women in her underwear, with camera shots emphasising her physique (scanning over her body and zooming in on her bottom). This advertisement was too provocative and revealing to be screened during before 7.30pm, as based on the timebands, this is considered a time when television is more likely to be viewed by children. I don't want my children to view this material - and 6.53pm is not suitable for provocative advertising.

Complaint 4: The warehouse are advertising women's Tradie underwear. The Ad shows a young woman wearing a pair of blue bra and blue underpants. She is showing the underwear to 'best advantage' on her body. The underpants in particular are very brief, showing partial buttocks. I was shocked the first time I saw this ad. It is almost soft porn! The way she is showing her scantily clad body is not for public viewing in my opinion. How do you think men view her body like that?

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainants' concerns the advertisement was provocative and revealing and the content was not appropriate for the time it screened in the early evening and during television news bulletins.

Placement of the advertisement

The Chair confirmed the advertisement had been given a G rating from the Commercial Approvals Bureau, which meant it could screen at any time. She noted some Complainants saw the advertisement during news bulletins, which are categorised as Unclassified Programming.

The Broadcasting Standards Authority refers to Unclassified Programming as “news, current affairs, sports and live content that is not, because of its distinct nature, subject to classification. However, broadcasters must be mindful of children’s interests and other broadcasting standards and include audience advisories (i.e. a warning) where appropriate.”

While the Chair acknowledged the Complainants' concerns about the timing of the advertisement, she said the advertisement had been placed with the appropriate care during news programmes with predominantly adult audiences where viewer discretion is often advised.

Is the advertisement likely to cause serious or widespread offence?

The Chair noted the presenter in the advertisement is an Australian representative Rugby Sevens player and this was referred to on-screen. The Chair said a level of humour was used to connect Tradie Workwear and a pun on the brand and “trading up” to new underwear.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the images and wording in this context was likely to cause serious or widespread offence in light of generally prevailing community standards.

The Chair said in the context of an underwear advertisement it was appropriate to show the underwear being promoted. The Chair did not consider the advertisement promoted the product in an overtly salacious or sexual way. She agreed the images and wording were suggestive but they did not reach the threshold to cause serious or widespread offence.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.