



Media Release

20 July 2012

Ad found to be objectifying women

The Advertising Standards Board has found that an ad for ShearEwe Livestock Services breached the Advertiser Code of Ethics by objectifying and demeaning women.

Following recommendations made by Women's Health Victoria, the Australian Association of National Advertisers' Code of Ethics has recently been revised to prevent the use of 'sexual appeal in a manner which is exploitative and degrading of any individual or group of people' in advertising and marketing.

The ShearEwe ad showed a picture of a woman depicted as a sheep about to be shorn. The Board considered that the image depicts the woman in a position in which she is compared to an animal, and that the advertisement was exploitative, degrading, and in breach of section 2.2 of the Code.

Ms Rita Butera, Executive Director of Women's Health Victoria, said 'We are really pleased with this outcome. Advertisements that demean and perpetuate stereotypes of women are being better regulated because they now fall within the scope of the Code.'

'Advertising is a powerful force for influencing social attitudes. Objectification of women impacts of girls' and women's health, and it perpetuates attitudes that promote sexual harassment and gender stereotypes.

'The changes mean that the Advertising Standards Bureau are considering whether ads use sex appeal to exploit or degrade women when making their decisions. I encourage the public to make complaints to the Advertising Standards Board when they see advertisements of this nature', Ms Butera said.

The revised Code of Ethics came into force on 1st January 2012, and two complaints have been upheld using the clause on objectification.

-ENDS-

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