

DECISION

FIRST INSTANCE JURY

ID	A-058
Complaint by	Mediterranean Institute of Gender Studies
Advertiser	Cyprus Job Market, www.job-cy.com
Product	Cyprus Job Market, www.job-cy.com
Media	Youtube video
Decision issued	Tuesday 26 March 2019

Complaint:

Description of Advertising:

The video advertisement of Cyprus Job Market presents a woman at a job interview letting her hair down and stretching her t-shirt in a 'promising' and 'sexualised' way showing part of her cleavage. The video ends with the slogan **"Don't hire boobs! Hire the right candidate!"**

Which part of the advertising do you consider to be in breach of the Cyprus Advertising Code?

The video advertisement is based not only on gender stereotypes and prejudices regarding women and their participation in the labor market, but also the content is highly sexist and promotes misogynist behavior and attitudes.

Which articles of the Code do you consider to be in breach?

Article 1: Basic principles

- All marketing communication should be legal, decent, honest and truthful.
- All marketing communication should be prepared with a due sense of social responsibility and should conform to existing law and the principles of fair competition, as generally accepted in business.
- No communication should be such as to impair public confidence in advertising.

Article 2: Decency

Marketing communication should not contain statements or audio/visual treatments which offend culture and currently prevailing standards of decency.

Article 4: Social responsibility

- Marketing communication should respect human dignity and should not contain or imply any form of discrimination, including that based upon race, nationality, origin, religion, gender, age, disability or sexual orientation.

- b. Marketing communication should not without justifiable reason play on fear or exploit misfortune or suffering.
- c. Marketing communication should not directly or by implication include anything which may lead to violent, unlawful or anti-social behaviour.
- d. Marketing communication should not play on superstition.”

Advertiser’s Response:

“I’m a bit surprised of the complaint. Actually, the video clip is showing to be against any discrimination. Even the slogan is confirming. It says don’t look at physical appearance of the candidate, but just higher any suitable woman for the position.

Please consider this comment and inform us what do you think.”

Jury Assessment:

1. The First-Instance Jury reviewed the video, the complaint and the arguments of both parties.
2. The Jury is of the opinion that the video is very offensive to women. Even if the idea was to advise employers to disregard the physical appearance of the candidate, as mentioned in the advertiser’s response, the jury is of the opinion that the video actually achieves the opposite result, by sensationalizing the candidate's appearance and her breasts. The reply that one should "just hire any suitable woman for the position", ignores the fact that the suitable candidate may be male. Moreover, the video gives the impression that women *intentionally use* their appearance to get a job, which is even more offensive and sexist.
3. Given the above, the jury considers that the video is in breach of **Articles 1(b) and (c), 2 and 4(a)** of the Code of the Cyprus Advertising Regulation Organization. It should therefore be **amended (if possible) or withdrawn** within **2 working days**.
4. The Committee would like to exercise its right (Article 5, paragraph λ of its rules of operation) to **review any new advertising proposal before the latter is aired, to confirm compliance**. The decision on compliance will be taken within **two working days of the receipt of the new proposal**.
5. Finally, the Jury would like to add that this advertising approach may prove detrimental to the company’s image, since corporations may not want their vacancies to be advertised on a website which promotes itself in such a gender-offensive way.