

## GENDER STEREOTYPES AND BODY IMAGE

[Sofiadate stereotype ruling](#) February 5, 2025 (U)

[Review of Body Image in advertising](#). CAP's Final statement October 10, 2024

[International Women's Day 2024](#) CAP News March 7 covers roles and characteristics, sexual objectification and body image, with multiple references to relevant cases and other associated guidance; [International Men's Day 2023](#) November 9 was treated equally.

The rule states: [Advertisements] must not include gender stereotypes that are likely to cause harm, or serious or widespread offence. Full guidance from December 2018 is [here](#); advice online from August 2020 is [here](#). The rule came into force on 14 June 2019. From the guidance: ads may feature people undertaking gender-stereotypical roles e.g. a woman cleaning the house or a man doing DIY, or displaying gender-stereotypical characteristics e.g. a man being assertive or a woman being sensitive to others' needs, but they should take care to avoid suggesting that stereotypical roles or characteristics are:

Always uniquely associated with one gender  
The only options available to one gender  
Never carried out or displayed by another gender

From CAP's Insight piece 8/3/2019: 'The ASA already takes a tough position on [sexualisation](#), [objectification](#) and [unhealthily-thin body image](#) in ads (see also e.g. [Celine ruling](#) September 20, 2023.) Where these cases have previously been considered under rules about offence and social responsibility, they could also fall under the new rule.' The first rulings happened 14/8/19; both [VW E-Golf](#) and [Philadelphia Cheese](#) were found to have breached the rules, but the [Buxton water](#) complaint on the same grounds was not upheld. There was some controversy around the VW decision in particular; trade press story [here](#). Ruling April 2021: a paid-for Instagram post from [Babyboo Fashion](#) was banned for being likely to cause serious or widespread offence by objectifying women; case [here](#). On body image, a [May 2021 ruling](#) found against a Max Mara ad [here](#) (extract of image) and - back to stereotyping - [this](#) is an interesting Sept 2021 ruling that did not uphold a complaint against a [Strive Footwear commercial](#), but a more straightforward [ruling](#) against the Hurricane Spin Scrubber on March 27, 2024. Following their call for evidence and an interim statement, CAP published their final statement on [Body Image in Advertising](#) October 2024.

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