

Woolworths pulls "gender stereotyping" Valentine's Day campaign

#NEWSWATCH: Woolworths has pulled its in-store #LoveAlwaysWins Valentine's Day campaign following social media outrage, this just a few weeks after the retailer's Ubuntu Baba scandal.



Woolworths apologises for copycat Ubuntu Baba carrier

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The ad features statements that supposedly describe a typical romantic relationship. The female and male versions (respectively) read as follows:

“ She orders a salad then steals your chips; she takes forever to get ready; she snuggles you to the edge of your bed; she uses your razor to shave her legs; she makes you her Instagram husband; she says she's 'fine' when you know she's not. ”

“ He touches your hair; he doesn't know the title to 'your song'; he makes plans without telling you; he uses the wrong emoji's in text messages and believes he's entitled to the remote control; he thinks he knows better than Siri. ”

Another version read:

“ He uses your perfume for air freshener. ”

Some people are saying that the campaign is "gender stereotyping" as this messaging suggests that relationships are all heterosexual, not taking gay or lesbian relationships into account, whereas a few are glad to see that "generic and ancient gender roles and stereotypes survived to see 2019".

[Goodthingsguy.com](https://www.goodthingsguy.com) sourced some tweets to demonstrate just some of the comments:

“ Seriously, is everything OK at Woolworths? <https://t.co/EUbHJgMJqk>— Kelbamom (@Kelbawhom) [February 4, 2019](#) ”

“ Is Woolworths on drugs? <https://t.co/TwBBJULSfa>— Sarah Britten Pillay (@Anatinus) [February 4, 2019](#) ”

“ So very glad that generic and ancient gender roles and stereotypes survived to see 2019. And so glad [@WOOLWORTHS_SA](#) is championing all of that 💎💎 <https://t.co/lscpihMQaT>— Helené (@helenayp) [February 4, 2019](#) ”

“ I HATE this Woolworths Valentine's Day campaign pic.twitter.com/aKh9khcSSg— pretty pretty good (@hannah___D) [February 4, 2019](#) ”

“ Wow... what have you done [@WOOLWORTHS_SA](#) this campaign is awful <https://t.co/F7My9Wji9A>— Nonindigenous_African_Dweller (@taahira_k) [February 4, 2019](#) ”

“ I think the [@WOOLWORTHS_SA](#) #lovealwayswins campaign got the tone 100% wrong. Peeved and complainy. ”

without any sweetness. What do you think? pic.twitter.com/EILZwiFSF— Bridget McNulty (@bridgetmcnulty) [February 3, 2019](#) ”

“ He's the man of my nightmares! What on earth, @WOOLWORTHS_SA? <https://t.co/geWYNSdSDI>— Cecilia vd Merve (@ceciliavdm) [February 1, 2019](#) ”

“ She orders a salad and chips to share.

She gets ready and always looks on point.

She snuggles you in bed.

She sometimes helps you shave.

She makes you her instagram husband.

She's honest, kind and beautiful.

She's the light of your life. [#Woolworths](#) [#LoveAlwaysWins](#) [#iFixedIt](#)— Brent Lindeque (@BrentLindeque) [February 4, 2019](#) ”

“ He compliments your hair.

He knows “your song” by heart.

He makes plans for both of you.

He uses “that” emoji cause he knows what makes you smile.

He shares the remote control.

And loves you unconditionally.

He's the man of your dreams. [#Woolworths](#) [#LoveAlwaysWins](#) [#iFixedIt](#)— Brent Lindeque (@BrentLindeque) [February 4, 2019](#) ”

[Business Insider](#) reports that the retailer has apologised for causing offence, noting that the campaign wasn't received as intended. “The intention behind our Valentine's Day campaign was a light-hearted reference to the clichéd idiosyncrasies within so many relationships, rather than any gender stereotyping,” a Woolworths spokesperson told the publication.

For more, read [Woolworths pulls Valentine's Day campaign following backlash](#) on [enca.com](#).