



Case Report

1	Case Number	0055/13
2	Advertiser	SCA Hygiene Australasia
3	Product	Toiletries
4	Type of Advertisement / media	Outdoor
5	Date of Determination	27/02/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The advertisement in question contains the headline, 'With Libra's Tapered Design base, getting out is easier than ever,' followed by the sub-heading, 'Designed for comfortable removal,' and a pack shot of our Regular Tapered Design tampons with an illustration of a wrapped tampon in front of the pack.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I believe this ad is too graphic. I don't want to visualise removing a difficult, used tampon on my way to work in the morning. I've seen the ad at the bus stop a number of times and felt physically sick each time.

I have never objected to any commercial before, however, this advertiser has taken their advertisement too far.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

We have received the attached complaint regarding Libra outdoor advertising, and are hence providing our response.

As mentioned in your email, the complaint raises an issue covered by Section 2 of the AANA Advertiser Code of Ethics.

The advertisement in question contains the headline, 'With Libra's Tapered Design base, getting out is easier than ever,' followed by the sub-heading, 'Designed for comfortable removal,' and a pack shot of our Regular Tapered Design tampons with an illustration of a wrapped tampon in front of the pack.

The core message of the ad speaks to the fact that Libra's unique Tapered Design tampons allows women to get out and about, doing the things they love to do, with the secondary message outtake (a product message) of Libra Tapered Design Tampons are more comfortable to remove.

The ad is aimed at appealing to the no-nonsense sensibilities of our target market, which is women aged 18-25. Our view is that the ad does not contravene any of the any of the sub-sections of Section 2 of the AANA Code of Ethics.

We believe that the way we have communicated the rational benefit of comfort for a product that is used regularly by a large proportion of society is appropriate. We feel we have treated the communication with sensitivity, and that the language used is appropriate for our target audience and the outdoor medium in which it appeared.

We regret that our ad caused offence, but we do not believe it is in any way graphic.

If you have any other queries regarding the matter, please do not hesitate to contact me.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainant's concerns that the advertisement is too graphic and not appropriate for outdoor display and that it makes them feel sick due to its reference to removing tampons.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted the advertisement features the text, "With Libra's Tapered design base, getting out is easier than ever" along with an image of a tampon.

The Board noted that some members of the community would prefer that personal feminine products are not advertised at all and considered that these products are allowed to be advertised and the Board's only concern is with the content of the advertisement and not whether or not the product can be advertised at all.

The Board noted that the only visual image is of the product and considered that whilst tampons are usually only depicted within their packaging, it is acceptable for an advertiser to display the product they are advertising. The Board considered that in this instance the product is depicted in a manner which is relatively discreet and is not graphic or inappropriate for outdoor display.

The Board determined that the advertisement did not depict material which would be in breach of Section 2.6 of the Code.

Further finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.