



CASE REPORT

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| 1. Complaint reference number | 100/04 |
| 2. Advertiser | Johnson & Johnson Pacific Pty Ltd (Moisturising Body Wash) |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 May 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a number of different scenes of females at different ages in different types of water including salt water and pool water. The scenes include young girls playing in the ocean and swimming in the pool and older females being splashed with water in the park and taking a shower. The tagline of the advertisement is “Skin loves Johnsons, because Johnsons loves skin.”

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“Obviously this ad is trying to sell a new skin product to women, but did they realise how much all the pedophiles out there would have loved this commercial, it is completely focused, in close-up, on the skin of young girls. As a mother of two daughters aged 10 and 8 years, I was deeply offended. I feel it was crass advertising and completely unnecessary.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“..we feel that there is no specific focus on the breast area of the girls as suggested by the complaint. Johnson’s is a well-established and trusted brand with no intention of depicting the girls in a sexual or controversial manner.”

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 that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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