



CASE REPORT

1. Complaint reference number	262/05
2. Advertiser	Kimberley-Clark Aust Pty Ltd (Kotex - Twisted Colours)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Other - Social values
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement consists of a number of short scenes. The first scene depicts a middle-aged, over weight man at the beach who removes his swimming shorts to reveal a fluorescent pink g-string. The voiceover states: “*Oh, it’s just so wrong - ‘pink’*”. The next scene in the advertisement is set in a tattoo parlour. A tattoo artist is shown to imprint a blue Chinese symbol on a woman’s back. The voiceover states: “*I hope this means what he said it means – ‘blue’*”. The following scene depicts a young woman in a bright green mini skirt looking at herself in the mirror. The voiceover states: “*Are you sure you can’t see my bum in this – ‘green’?*” The final scene in the advertisement depicts a young woman grabbing her personal belongings and leaving a bedroom scene with a young man sleeping in the bed behind her. The voiceover states: “*It seemed like a good idea at the time – ‘orange’... Really twisted colours that are so you*”.

THE COMPLAINT

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

“I find the whole ad offensive, one scenario shows a young girl wearing a very very short skirt and asking if her friend can see her “bum” in it, another scenario shows a young girl sneaking away from a sexual encounter obviously with someone she did not know as it states: “it seemed like a good idea at the time”. This message is completely inappropriate to young girls, as it encourages sexual promiscuity and immorality. Another scenario shows a young girl getting a tattoo and states that she does not even know what the tattoo means. This whole ad portrays socially unacceptable practices, that are sexually immoral and encourages young girls to act this way and that tampons are somehow associated with these activities. This ad encourages girls to not value their bodies and sends a message that is clearly unacceptable.”

THE ADVERTISER’S RESPONSE

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

“The scenes depicted in the TVC are intended to be humorous and a little daring and cheeky.”

“The target audience for the TVC is younger women who use tampons or other feminine hygiene products. [Young] children do not form part of this target audience.”

“We do not accept that the TVC encourages young girls to behave in a “sexually immoral” way, nor do we believe the TVC encourages girls “not to value their bodies”. Also we do not believe the TVC “encourages sexual promiscuity and immorality.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the opinion that the scenes in the advertisement were a reasonable portrayal of young female culture. The Board also considered that the majority of people would understand the humour employed in this advertisement and would not interpret the advertisement as an endorsement of such behaviour.

The Board noted that the advertisement did contain adult themes including casual sex, however, the Board was of the view that such depictions were no more explicit nor offensive than those shown during programs screened at roughly the same time.

The Board found that the advertisement did not breach the provisions of the Code relating to the portrayal of people (sex).

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