



Case Report

1	Case Number	0077/11
2	Advertiser	Unilever Australasia
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	23/03/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

Scenes of a young man sleeping on a sofa. He starts feeling uncomfortable but he is smiling at the same time while large wet patches appear on his underarms. We then see him taking a can of Lynx Dry Deodorant from a bench and spraying his underarms.

THE COMPLAINT

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

The commercial uses strong sexual innuendo both visual and verbal to insinuate premature ejaculation and nocturnal emissions in order to promote the product to young people. While I accept the naturalness of such bodily processes and the company's need to appear 'hip' to a certain demographic this low-class commercial will be viewed by people other than the intended audience and cheapens something which ought to remain personal. I do not appreciate it making entry into my home on my own television set with young members of my family and guests present.

THE ADVERTISER'S RESPONSE

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

We note that the ASB is considering the Lynx Dry Commercial in relation to an issue that falls under Section 2.3 of the Advertiser Code of Ethics. For the reasons outlined below, we do not consider that the TVC is in breach of section 2.3 (or 2.1) of the Code.

1. The Complaint

• Complaint received on 24 February 2011 :

Description of TVC:

"Man sleeping on couch (and other scenes) experiencing "premature perspiration"."

Reasons for concern:

"The commercial uses strong sexual innuendo, both visual and verbal, to insinuate premature ejaculation and nocturnal emissions in order to promote the product to young people.

2. Overview

Lynx is a brand with a history of fun, tongue-in-cheek, playful advertising. Lynx also has a proud history of award winning commercials which both entertain and surprise its consumers. We submit that the TVC continues this tradition of tongue in cheek entertainment and that the intended young adult male audience understands the playful and hyperbolic nature of the TVC and its distinction between fact and fiction .

The TV media buying is targeted at the young adult male audience and as such the spot placements are amongst programming that is targeted at its intended audience. The humour and content of the TVCs is consistent within the context of this programming.

3. Compliance with AANA Code of Ethics

Section 2.3 - Advertisements shall treat sex, sexuality and nudity with sensibility to the relevant audience and, where appropriate, to the relevant programme time zone.

We submit that the TVCs do not contain any references to sex or sexuality that is inappropriate for the intended audience or the relevant program time zone.

The TVC 1 shows a young man sleeping on a sofa. He starts feeling uncomfortable but he is smiling at the same time while large wet patches appear on his underarms. We then see him taking a

can of Lynx Dry Deodorant from a bench and spraying his underarms. The voiceover "Premature Perspiration can happen in our sleep" and "Premature Perspiration can be controlled" together with the final scene where the young man is spraying his underarms links the story of the TVC to the Lynx deodorant product. The target audience (young men) understand the tongue in cheek and hyperbolic use of the premature perspiration concept and the intended humour. The TVC contains no visible or express indication that the young man had a premature ejaculation moment as stated by the complainant. The TVC clearly shows large wet underarm patches on the T-shirt of the young man which leave no doubt that the effect of sweating causes the young man behaviour and its ability to control underarm perspiration.

All TVCs:

The TVCs do not show an act of sex or men simulating ejaculation, as raised by the complainant. It was deliberately ensured that the short scenes show clearly that the discomfort of the young men or the mother is caused by excessive underarm sweat which is clearly visible in the TVCs. The main message of the TVCs is that with Lynx Dry premature perspiration can

be controlled. The rationale behind the Lynx Anti Perspirants and the TVCs is that men who use Lynx Anti Perspirants feel more confident and, because they feel and appear more confident, may have more success with women. The words "Premature Perspiration" displayed in the TVC in connection with the voiceover make clear that the TVC do not show young men simulating

ejaculation, but men who start sweating when they see attractive women because they feel insecure and nervous. The TVCs are firmly set in the realms of humour and playfulness and with themes constant with the style of themes that are regularly shown as content around the TVCs' placement. Hyperbole is used to communicate to the intended audience that Lynx Dry is the fragrance that keeps you dry. This theme is manifested in the last frame of each TVC where we see the young men spraying their underarms with Lynx Dry to protect them from excessive sweating.

The relevant audience in the Lynx Fever TVC is a young adult male audience who we believe will understand the humour intended. The TVC is entirely appropriate with respect to the programme time zones and intended audience.

Approvals

Unilever is a responsible advertiser and has numerous internal review processes, including review by Unilever's Legal Department, and corporate relations to critique all advertisements to ensure compliance with legal and ethical considerations.

4. Conclusion

We submit that the TVCs do not contain any overt or ambiguous treatment of sex and sexuality as the tone of the TVC is one of humour and playfulness. Unilever submits that the context of the TVC is well within prevailing community standards and that the TVC complies with section 2.3 of the Code.

THE DETERMINATION

The Advertising Standard Board ('the Board') considered whether the advertisement complied with the AANA Code of Ethics ('the Code').

The Board noted the complainants' concern that this advertisement features sexually explicit innuendo.

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

The Board considered whether the advertisement complied with section 2.3 of the Code. Section 2.3 states: '...shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone'.

The Board noted that the advertisement features a man sleeping on a couch and that his toes twitch and sweat marks appear under his arm as the voice over says, "Premature perspiration can happen in our sleep..."

The Board considered that some members of the community might find the combination of the voice over describing premature perspiration and the way the man reacts whilst sweating to be in poor taste. The Board noted that in this Lynx advertisement the accompanying voice over does make it clear that the men are perspiring and not ejaculating.

The Board noted that this advertisement has been rated PG by CAD, and considered that the double entendre of the advertisement would not be understood by most children.

Based on the above the Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.