

## CASE REPORT

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|-------------------------------|---|
| 1. Complaint reference number | 1/05  |
| 2. Advertiser                 | Ansell Healthcare (Vibe)                        |
| 3. Product                    | Toiletries                                      |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 8 February 2005                        |
| 7. DETERMINATION              | Dismissed                                       |

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which features a picture of a box of new Vibe vibrating condoms. The tag line is “Easily turned on.”

## THE COMPLAINT

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

*“... Surely ads for these products belong in adult magazines and sex shops, and not in huge public displays such as giant billboards.”*

## THE ADVERTISER’S RESPONSE

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

*“The key concern appears to be that ads for condoms belong in “adult magazines and sex shops”. Unfortunately these mediums do not reach the very people who are most at risk of contracting a sexually transmittable infection (STI’s), or an unwanted pregnancy.”*

## 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 view 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.