



Case Report

1	Case Number	0122/17
2	Advertiser	Unilever Australasia
3	Product	Toiletries
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	22/03/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a man seated in the passenger seat of a car with a woman behind the wheel. A male voiceover says, "Any guy can catch a ride but only you can take her on a journey". We then see the man walking down the street with a hat while the voiceover talks about him turning heads. The final scene shows a man spraying Lynx You across his torso. The man's head is not visible and the text on screen reads, "#yougotsomething."

THE COMPLAINT

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

Overly sexualised and inappropriate particularly in the time slot.

THE ADVERTISER'S RESPONSE

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

Unilever submits the TVC does not contravene the Code of Ethics (Code).

1. The TVC

Description

The TVC challenges stereotypes of attractiveness and masculinity by identifying and celebrating two men that are proud and confident of their unique features and personalities.

No more “must have”, “must-be” fashion norms or body standards pushed by celebrity and mass media. The positive social message conveyed by the TVC is that men are most attractive when they are themselves.

The TVC opens with the camera focused on a young man and woman sitting in a car. The young man has a large nose and the woman sitting in the driver’s seat is beautiful. He is confident and comfortable with the appearance of his nose, and so is she.

The TVC focuses on another young man proudly strutting down the street wearing a stylish electric blue suit and a cowboy hat. He catches the eye of a passing woman who is impressed with the young man’s comfort with his unique style.

The voiceover reminds male viewers that their unique features and personalities are special and they are most attractive when they be themselves.

The TVC then shows a young man applying deodorant to his torso as part of his morning routine. The young man is wearing suit pants. This is the scene the subject of the viewer complaint.

The TVC promotes the new Lynx You deodorant and reminds young men to “own” their unique features and personalities.

2. The Code

LYNX is a brand with a history of fun, playful advertising. LYNX also has a proud history of award winning commercials which both entertain and surprise its consumers. The TVC continues this tradition.

Section 2.1

Unilever submits the TVC does not discriminate against or vilify any person or section of the community contrary to section 2.1 of the Code.

Section 2.2

Unilever submits the TVC does not employ sexual appeal in an exploitative or degrading manner contrary to section 2.2 of the Code.

Section 2.3

Unilever submits the TVC does not portray or present violence in a manner contrary to section 2.3 of the Code.

Section 2.4

Unilever submits the TVC does not treat sex, sexuality or nudity without sensitivity to the relevant audience in a manner contrary to section 2.4 of the Code.

The viewer complaint alleges the TVC is overly sexual. Unilever respectfully submits the TVC is not sexual in any way. The scene that is the subject of the complaint simply shows a man spraying deodorant across his bare torso as part of his daily deodorant application routine – a common practice among men that use aerosol deodorants. The man is wearing suit pants and his torso is bare for the purpose of applying the aerosol.

Further, the viewer complaint alleges the TVC was inappropriate for the time slot. We respectfully submit the TVC was appropriate for the time slot. The TVC is classified as “G” (General Viewing) and has always been booked and broadcast in accordance with its classification.

Section 2.5

Unilever submits the TVC does not contain inappropriate or explicit language.

Section 2.6

Unilever submits the TVC does not depict material contrary to prevailing community standards on health and safety.

3. Conclusion

The TVC is well within prevailing community standards and complies with the Code.

THE DETERMINATION

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

The Board noted the complainant’s concerns that the advertisement depicts a naked man spraying his torso with deodorant in a manner which is sexualised and inappropriate, especially for children.

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

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted that this television advertisement promoting Lynx deodorant includes a scene where a man sprays his naked torso.

The Board noted the complainant’s concern that the man in the advertisement is naked. The Board noted that while the man’s torso is bare he is clearly wearing pants and considered that the level of nudity was consistent with advertising toiletries and in the Board’s view most reasonable members of the community would not find a man’s bare chest to be explicit or inappropriate nudity.

The Board noted the complainant's concerns that the man appears to spray the deodorant towards his genital region and that the man's behaviour is sexualised. The Board noted that we see the man spray the deodorant across his chest and considered that there is no focus on the man's groin and the man does not appear to target this area. The Board noted that the man is standing still when he sprays the deodorant and considered that his pose is not sexualised and in the Board's view the depiction of a man applying deodorant is not a sexualised or inappropriate depiction.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and determined that the advertisement did not breach Section 2.4 of the Code.

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