



Case Report

1	Case Number	0266/10
2	Advertiser	Kimberly-Clark Aust Pty Ltd
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	22/06/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a series of vignettes with a young boy and young girl on different sides of a split screen. The advertisement shows the children playing with different toys, sleeping, dressing up in different outfits, reading books and getting messy in different ways. The advertisement then shows a boy and girl Huggies Nappy, demonstrating that Huggies Nappies have tailored absorbency for boys and girls. The advertisement finishes with the split screen disappearing to reveal both children coming together to hug their mum.

THE COMPLAINT

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

I feel that this advertisement reinforces gender stereotypes.

THE ADVERTISER'S RESPONSE

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

All employees at Kimberly-Clark Australia and our advertising agencies are acutely aware of our responsibility to parents and the community at large in relation to the standard of our advertising and as such take any complaints seriously.

Regarding the complaint that falls under section 2.1 of the AANA Advertiser Code of Ethics, our response is as follows. The advertisement was developed to communicate that Huggies Nappies have tailored absorbency to suit the needs of boys and girls. In order to clearly convey this message, our advertisement features a series of vignettes which display activities of each sex which are unambiguously consistent with typical activities of many boys and girls at this age, e.g. reading books, dressing up in different outfits, asleep with different toys etc. These scenes were in no way developed to discriminate or vilify against either boys or girls. Indeed, we undertook extensive testing of this advertisement before it went on air. Consumers who viewed this TV ad during concept testing were mums with young children, and they said that the ad was very enjoyable and informative about the gender specific benefits of Huggies Nappies.

Kimberly-Clark Australia markets numerous products that are used in the care of children and maintains the highest standards possible in promoting those products. We are serious about being a responsible Corporate Citizen and are always mindful that our advertising, or any other communication, should be acceptable to community standards.

We believe that the TVC complies with the AANA Advertiser Code of Ethics.

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 the complainant’s concerns that the advertisement reinforces gender stereotypes.

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

The Board considered whether the advertisement was in breach of section 2.1 of the Code. Section 2.1 of the Code states: “Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of ... sex”.

The Board noted the advertisement was for a Huggies Nappies product with ‘tailored absorbency’ to suit both boys and girls.

The Board acknowledged the advertisement does depict boys and girls in stereotypical roles but considered that there is no suggestion that anything is wrong with this or that it’s the only things they do. The Board noted the differences alluded to in the advertisement relate to the gender specific needs and location of the absorbency layer requirements for both boys and girls.

The Board considered that, in this instance, the advertisement did not discriminate or vilify a person or section of the community - in this context boys or girls- on account of ... gender.

The Board determined the advertisement did not breach Section 2.1 of the Code.

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