



CASE REPORT

1. Complaint reference number	03/04
2. Advertiser	Johnson & Johnson Pacific Pty Ltd (Stayfree)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a group of young females using a Stayfree sanitary pad to stop a leak in the roof of their car due to the rain. A group of men in a convertible also on the road were unable to protect themselves from the rain.

THE COMPLAINT

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

“This is a personal thing for a woman and it is distasteful for it to be used to stop a leak in the car roof by women who are portrayed like bimbos.”

THE ADVERTISER’S RESPONSE

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

“We are very conscious of the need to balance delivering our rational product features and benefits with the style, nature and tonality of our advertising.”

“Our hope is certainly not to portray women as ‘bimbos’. Rather we hope to show women as ingenious and empowered, drawing on resources that only they have.”

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

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