



Case Report

1	Case Number	0302/11
2	Advertiser	SCA Hygiene Australasia
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	24/08/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience
- 2.1 - Discrimination or Vilification Sex

DESCRIPTION OF THE ADVERTISEMENT

Montage of shots showing a young man with Libra sanitary towels stuck to various parts of his body whilst he acts out different scenes from movies.

A female voice over says, "Libra invisible stays in place no matter what you get up to."

THE COMPLAINT

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

Pictures of a young male playing the fool with his girlfriends panty liners. Sticking them all over himself and around the room. Chewing a liner also. Disgusting action only stopped when confronted by girls and parents. Very rude action taken lightly by the advertiser who must think viewers get a giggle out of filth. Self regulation is the only joke going here.

THE ADVERTISER'S RESPONSE

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

As advised in your email, the complaint is referenced to the 'discrimination or vilification on the basis of gender' clause of Code 2.1 and offence to 'social values'. We reviewed the other codes in Section 2, and found that this was the only applicable code. The complaint letters refer to the issue of referencing women's periods in a light hearted manner.

The advertisement in question depicts a young man who discovers a pack of his girlfriend's Libra Invisible Pads left on the coffee table. As he unfolds it, he's inspired by a different way the pads could be used. He proceeds to stick the pads to his arms like wrist guards. We then cut to a split screen of multiple scenes of the guy in various superhero impersonations. The voice over at the end of the advertisement states 'Libra Invisible stays in place, no matter what you're up to'. The advertisement's focus is how the wings on the Libra Invisible product make the pad stay in place. The guy's actions are therefore a humorous demonstration aimed at conveying our 'stays in place' message.

We would argue that the advertisement was created with the intention of being tongue-in-cheek. It was aimed at appealing to the sense of humour of our target market, which is women aged 18 – 25. Before the TV advertisement was produced, the concept was qualitatively researched with members of our target market. The concept researched very positively, particularly on humour and entertainment measures.

Whilst we acknowledge that for some women having their period can be a painful experience, we also acknowledge that they make up a minority and therefore don't form the opinion of the prevailing majority. That said, it is certainly not our intention to offend any member of the public, and we do not believe the advertisement in question does so based on the reasons stated above.

The comment of 'chewing a liner also' referenced in the complaint is not correct. The guy in the advertisement does not put the Libra pad in his mouth; he has pads on various parts of his body only.

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 complainant's concerns that this advertisement is rude in its depiction of a man sticking sanitary towels over his body and chewing one.

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

The Board noted that some members of the community would prefer that the product should not be advertised on television. The Board noted that the product is legally available to be advertised on television and the Board's role is only to determine whether the advertisement complies in its content with the AANA Code of Ethics.

The Board noted that this advertisement uses the same material from the previously dismissed case reference 109/10 and that the footage has been re-cut and there is no new footage.

The Board first considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which

discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.'

The Board viewed the advertisement. The Board noted that some people in the community do find advertising sanitary products to be offensive and would like such advertising to be discrete and subtle. The Board noted the advertiser's response and considered that the depiction in this advertisement was consistent with young people being taught that men's and women's reproductive systems are a normal part of life. The Board agreed that some members of the community would find the advertisement tasteless but considered that most members of the community would find the advertisement humorous.

The Board considered that the current advertisement is clearly intended to depict a man doing something silly with the product to provide a light hearted humorous advertisement. The Board considered that the advertisement did not suggest that all men would behave in this manner and that the advertisement did not demean men.

Based on the above the Board determined that, in this instance, the advertisement did not depict any material that discriminated against or vilified any person or section of society. The Board determined that the advertisement did not breach Section 2.1 of the Code.

The Board noted that the issue of taste is not something which falls under the provisions of the Code and considered that whilst the complainant finds the advertisement rude, in the Board's view there is nothing in the advertisement which would breach any provisions of the Code.

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