



Case Report

1	Case Number	0381/15
2	Advertiser	Shaver Shop Pty Ltd
3	Product	Toiletries
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	14/10/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a couple kissing in a bedroom. The woman pushes the man on to the bed and then her mobile phone rings. She excuses herself from the room to answer the call and the man is left lying on the bed. He looks around the room and spots a shrub on a table.

We then see the man running into the bathroom as fast as he can, taking off his clothes. We see him searching for grooming tools and using shears and a blow torch on his genital region before finding a Remington Man Trim.

A male voiceover says, "The right tool for the right job" and we see a close up of the product.

THE COMPLAINT

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

The sexual implications are ridiculous with the scantily clad women and the men's inappropriate sexual actions. The fact that this Ad is being screened so my young children are constantly viewing it during their pre-7.00pm viewing time is shameful.

I object to this ad, as it could encourage small children, or bored children to take to

themselves with shears or torches. In the advertisement it appears like he is endangering his penis, not his pubic hair. For the most part Small children would not be aware of the presence of pubic hair on adults. Whilst they may not be able to get shears or torches, they may use scissors etc. I don't understand why we have to have these ads on TV. This was also shown during school holidays when we were having breakfast so my children, both boys, we're watching. I also had issue with this ad as it indicated there was going to be a sexual encounter. Inappropriate, surely they can think of a better way to sell things besides always resorting to the sexual connotations.

People get up to all sorts of strange things, but there is absolutely no reason this needs to be shown in this sort of way to advertise a product in the middle of the day during television that the whole family is watching. Surely this goes against a G rating and I should not have to explain to my 10 year old daughter what that man is doing!! It is an inappropriate ad, but if it does pass the standards board then it should not be on during the middle of the day or during shows when children might be watching.

My primary school children were watching, and asking questions as to why he was trying to cut his penis off.

THE ADVERTISER'S RESPONSE

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

In response to your letter advising us of complaints received for our "Remington Man Trim" advertisement, on Channel 7 in various AFL matches.

The commercial was classified and approved by CAD as a PG rating, and has aired in sport which allows for this PG classification. This advertisement has fallen within the parameters for TV advertising, as instructed by CAD and followed by Channel 7.

We are sincerely sorry for any offence caused by the advertisement however we have followed all advertising classification requirements and as such, are within the required rules.

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 complainants' concerns that the advertisement depicts a man and woman about to engage in sexual activity, the man trimming his pubic hair, and the unsafe use of various tools around the man's genitals leading to questions from children as to why the man was trying to cut off his penis.

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

The Board then 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 this television advertisement features a couple kissing in a bedroom then, after the woman leaves the room to answer a phone call, the man is shown in the bathroom appearing as though he is using various appliances to trim his pubic hair.

The Board noted that the advertisement had been rated ‘PG’ by CAD.

The Board noted the complainants’ concerns that the couple are depicted as about to engage in sexual intercourse. The Board noted that the man and woman are both fully dressed during their scene together and considered that whilst there is a suggestion that they may engage in further sexual activity we do not actually see anything other than their initial kiss.

The Board noted the complainants’ concerns over the depiction of a man trimming his pubic hair. The Board noted that we do not actually see the man’s genital region. A minority of the Board considered that the suggestion that a man needs to attend to his pubic hair prior to engaging in further contact with a woman in a bedroom does raise the issue of sex in a manner which is not appropriate for the relevant audience.

Following considerable discussion however the majority of the Board considered that in the context of an advertisement for a pubic hair trimming tool it is not inappropriate for the advertisement to make reference to the pubic region and in the Board’s view the level of sexual suggestion is consistent with PG-style comedy and is not inappropriate for the relevant audience.

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

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the complainants’ concerns that the advertisement depicts a man using garden shears and a blow torch on his genital region.

A minority of the Board expressed concern over the depiction of garden shears and a blow torch being used as examples of tools which could trim pubic hair and considered that these depictions were not appropriate and did amount to a depiction which is contrary to Prevailing Community Standards on health and safety.

The majority of the Board however noted the comedic tone of the advertisement and considered that most reasonable members of the community would be aware that using garden shears or a blow torch near any part of their body would be dangerous. The Board noted that it is only a suggestion of use which is depicted and considered that we do not actually see these tools being used on any part of the body. The majority of the Board considered that the advertisement did not encourage or condone unsafe behaviour and overall did not depict material contrary to Prevailing Community Standards on health and safety.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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