



Case Report

1	Case Number	0443/11
2	Advertiser	Energizer Australia Pty Ltd
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	07/12/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

Various scenes are shown promoting the Schick Hydro razor. The scenes include footage of men boxing in a ring, a man and a woman in bed wearing their underwear, teams playing soccer, and a man in front of the bathroom mirror as the voiceover describes the features of the razor. Each scene has water being thrown or exploding on the faces and heads of the people.

THE COMPLAINT

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

Considering the sexual nature of this ad I believe that it should not be shown during prime time (when kids are viewing TV). It should be after 8pm at the very least.

THE ADVERTISER'S RESPONSE

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

No response from Advertiser.

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 depicts sexual material and is inappropriate to be viewed during prime time television.

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

The Board considered whether the advertisement complied with Section 2.3 of the Code. Section 2.3 states: '...shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone'.

The Board noted that the advertisement features a scene where a woman is lying on a bed in her black underwear and a man takes off his shirt and gets on to the bed next to her wearing just grey boxer shorts and as the woman playfully hits the man with a pillow the accompanying voice over says "It's like a blast of hydration..." and we see the pillow change in to a burst of water as it connects with the man's head.

The Board considered that the image of the couple on the bed was a minor part of the advertisement and noted that although they are wearing their underwear the scene is not overly sexualised. The Board considered that most members of the community would find the advertisement to not be inappropriate.

Based on the above the Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.3 of the Code.

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