



Case Report

1	Case Number	0469/10
2	Advertiser	Procter & Gamble Australia Pty Ltd
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	24/11/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This TVC shows several different scenes of men and women together in intimate situations. A woman is shown to be shaving her legs as the voiceover describes how the razor "gets closer" so that "you can get closer" and lets a woman "reveal the goddess in you". The men in most of the shots are moving their hands over the women's legs and thighs as the couple are positioned closely together in an embrace.

THE COMPLAINT

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

There is a lot of suggestive placement of the males hands one in particular going high up the thigh of the woman. I felt it just went that little bit far to be veiwed as tasteful. I do not think that it is the right message to be shown to young influential children.

THE ADVERTISER'S RESPONSE

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

The complainant commented that:

There is a lot of suggestive placement of the male hands, one in particular going high up the thigh of the woman. I felt it just went that little bit far to be viewed as tasteful. I do not think that it is the right message to be shown to young influential children.

PSG takes compliance with the AANA Advertiser Code at Ethics seriously, and denies that the TVC fails to treat sex, sexuality or nudity with sensitivity to the relevant audience and the relevant program time zone.

The complaint is, in essence, that the TVC is not appropriate to be viewed by young children because it includes "a lot of suggestive placement of the male hands, one in particular going high up the thigh of the woman", We have broken down the complaint and set out our response to each element below:

Complaint:

Suggestive placement of the male hands, one PSG denies that the TVC is inappropriately going high up the thigh of the woman

Response:

PSG denies that the TVC is inappropriately going high up the thigh of the woman sexually suggestive - the images in the TVC do not involve explicit images or references to sex, nor does the TVC feature nudity. There is implicit reference to flirtation, romance and romantic relationships in the TVC, in keeping with "Venus" branding. The images in the advertisement are sensitive to the relevant audience (adults) and the relevant -program time zone requirements (as required by FreeTV under its "W" classification)

Complaint:

It just went that little bit far to be tasteful

Response:

PSG does not agree with this statement. The TVC is a playful advertisement based on the "Venus" brand - Venus razors are named after the Roman goddess of love and beauty and have been marketed accordingly. For example:

- this particular razor is called "Venus Embrace"*
- the tag line of the TVC is "Reveal the Goddess in You"*
- the advertisement features various romantically themed images including a couple reuniting, a couple on holiday and a couple at an outdoor cinema, and*
- the closing voice over invites the audience to "get close to the cause this summer".*

The cause being a partnership between The National Breast Cancer Foundation, The New Zealand Breast Cancer Foundation, and Venus Embrace (Gillette). The TVC is not distasteful.

Complaint:

It does not send the right message to young children

Response:

P&G strongly disagrees with this statement. The nature of the message complained of is not clear from the complaint. However, the TVC has been classified by FreeTV as 'W' (see above for further detail) and has been broadcast according to that classification.

The TVC:

- features adult actors*
- advertises a product used by adults*
- is targeted at an adult female audience, and*
- is not shown during programs promoted to children or likely to attract a substantial child audience, during P and C programs or adjacent to P or C periods (i.e.: times during which children's television programs are broadcast).*

Additionally, the TVC promotes an important cause - the National Breast Cancer Foundation and the New Zealand Breast Cancer Foundation.

The TVC is not distasteful and does not send an inappropriate message to children:

- An objective viewer would not see the TVC as referencing sex, nudity or sexuality in an insensitive or inappropriate manner. Rather, an objective viewer would understand that the TVC is a romantic, playful advertisement derived from the brand name "Venus" (i.e.: the Roman goddess of love and beauty). In keeping with that branding, the advertisement features several romantic scenes, the tag line "Reveal the Goddess in You" and promotes a partnership between a Gillette brand, the National Breast Cancer Foundation and the New Zealand Breast Cancer Foundation. It is not distasteful.*
- An objective viewer would appreciate that the TVC is not shown during programs promoted to children or likely to attract a substantial child audience, during P and C programs or adjacent to P or C periods (as per its 'W' classification). The TVC does not, and is not intended to, send any message to children.*

THE DETERMINATION

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

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

The Board considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone".

The Board noted the complainants' concerns that the advertisement is not tasteful and features an unsuitable message for children.

The Board noted that this advertisement features women in various embraces with men, and that the product advertised is the Venus Embrace razor. The Board noted that in some of the embraces the men were touching the women's legs, however the Board considered that this was relevant to the message of the advertisement.

The Board noted that some members of the community, including the complainant, may find these images of a man touching a woman's legs suggestive and inappropriate. The Board considered however that in the context of the advertisement, having smooth legs from using the product, the images are not inappropriate. The Board considered the advertisement was not sexually suggestive or overtly sexualised and did not bring the issue of sex before children. The Board also considered most members of the community would consider these images to be mild and inoffensive and determined that the advertisement did not breach section 2.3 of the Code.

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

