



Case Report

1	Case Number	0506/10
2	Advertiser	Gucci Australia Pty Ltd
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	19/01/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

Golden doors with Gucci written on them open to reveal a futuristic city with a bridge running through the centre of highrise buildings. There is a woman driving a car across the bridge and as she accelerates we see flames emitting from the rear of the car.

The car stops, the woman gets out and then closes her eyes as though thinking of something. We then see the same woman in a bedroom with a man and they are kissing and removing their clothing. We see them in bed together and the woman is straddling the man and flicking her hair.

We then cut back to the woman standing by the car. She opens her eyes, gasps and then gets back in to the car.

A female voiceover says, "Gucci Guilty. The new fragrance for her."

THE COMPLAINT

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

I found the advertisement offensive because of its overt sexual content - particularly in what is supposed to be a family friendly time slot. The implied sex scene portrayed is completely inappropriate for younger viewers to be exposed to - indeed even as an adult I was shocked by the explicitness on first viewing.

While I do not object to suggestiveness used as an advertising technique per se I feel that this advertisement has crossed far far over the line of what should be allowable. If Gucci wishes to promote its perfume by suggesting that using it will lead to impassioned sexual encounters

then that is their affair but to screen advertisements with such blatant sexual content during family friendly time slots is inappropriate and offensive to viewers.

THE ADVERTISER'S RESPONSE

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

Our campaign airing was within the authorities' mandatory airing time. The campaign activity has finished for now but rest assured that if further activity is planned, we will be sensitive to this complaint in the timeslots that we invest in.

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 complainant's concerns that the advertisement promotes casual sex and features graphic nudity and sexual imagery.

The Board reviewed 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 advertisement features a woman imagining a sexual encounter with a man, and that you see them undressing one another and in bed together.

The Board considered that the theme of the advertisement was relevant to the name of the product being advertised – Gucci Guilty – and while the product is named 'Guilty' there is nothing in the advertisement to give any context to the woman and man's relationship.

The Board noted that the advertisement featured some nudity however the Board considered that the nudity was not graphic and considered that most members of the community would find the level of sexual imagery in this advertisement to be mild.

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.

