



## Case Report

1	Case Number	0511/16
2	Advertiser	Ozkleen
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/12/2016
6	DETERMINATION	Dismissed

### ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.4 - Sex/sexuality/nudity S/S/N - nudity

### DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features Captain Power cleaning his shower whilst wearing a pair of red speedos. The word 'shock' is written across the back of the speedos and we see Captain Power flick the waistband before he starts to clean. A male voiceover, in the style of Arnold Schwarzenegger says, "Shock. Shower power actually works" with "instant results in 60 seconds" and we see Captain Power checking his watch to time his cleaning. When Captain Power turns to face the camera we see that the words "5 star rated" are written on the front of a tool belt he is now wearing, with 6 bottles of Shower Power attached to this belt.

### THE COMPLAINT

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

*The advert shows a man in his underpants using the product  
The ad has a male wearing small swimming togs with a tool belt that he hooks the bottles of Shower Power to. The last image is a close up of his crotch which is unsightly and offensive.*

*Full frontal close up of a man in his jocks. Not suitable for tv.  
It looks gross seeing what a man has between his legs don't get what that has to do with cleaning*

### THE ADVERTISER'S RESPONSE

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

*In response to the viewer's complaint:*

*The actor in question is depicting a man cleaning his shower, in general people do not clean their showers fully clothed they either clean the shower whilst they are actually taking a shower or while they are in their underwear/swimwear this is due to the nature of cleaning a shower you will get very wet whilst rinsing off the cleaning agent.*

*Our actor was wearing a pair of red swimming trunks, the trunks themselves were not tight fitting or low cut in any way. Simply standard swimming trunks.*

*The section of the ad the viewer took umbrage to was not in any way meant to focus on "what a man has between his legs" it was in fact to showcase the brand Shower Power on the actor's toolbelt. We made every effort to ensure there was no visible signs of the genitals in this section of the ad and we are of the opinion that this was successfully achieved.*

*The ad itself is aimed at showcasing the products effectiveness in an upbeat and humorous fashion.*

## **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 depicts a man in swimmers which is not appropriate and is not relevant to the advertised product.

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

The Board 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 that this television advertisement features a man, Captain Power, cleaning his shower while wearing a pair of red speedos.

The Board noted the complainant's concern about "seeing what a man has between his legs" and considered that the style of speedos worn by the man in the advertisement are consistent with a style of swimwear worn by many men in Australia and in the Board's view there is no undue focus on this part of the man's body and the man's private area is appropriately covered.

The Board noted the complainant's concern that a man wearing swimmers has no relevance to the advertised product and considered that it is possible that some people do wear their swimmers when cleaning their showers/bathrooms and in the Board's view advertisers can use whomever they wish, wearing whatever they wish, in their advertisements provided that

the overall content of the advertisement complies with the Code. The Board noted that the swimwear fully covers the man's bottom and his genitals are not shown. The Board considered that the level of nudity was mild, the man was not depicted in a sexualised manner and overall the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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