



## **CASE REPORT**

1. Complaint reference number	107/99
2. Advertiser	Sancell Pty Ltd (Libra Skins)
3. Product	Toiletries
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Other - Miscellaneous
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement in question appears on a bus. The entire bus is covered with an animal skin print. On the side of the bus are the words, 'Libra Fleur Skins. Brings out the animal in you' followed by the Libra logo. On the back of the back of the bus, the Libra logo appears again.

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement included the following:

*'A school bus...painted in vivid tiger stripes with the large wording – "Libra Fleurs brings out the animal in you."... I was shocked into thinking that this type of advertising is going too far. No respect for girls or women of any age Three young people aged about 20... were sitting next to me on the bus stop seat and they were laughing at the advertising of the bus and making rude remarks... ...It is enough to be in male company in one's own home and to watch these many different advertisements on television regarding sanitary requirements but this, in my opinion, is going to far and I find it offensive.'*

## **THE DETERMINATION**

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards and views. The Board dismissed the complaint.