



## **CASE REPORT**

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| 1. Complaint reference number | 109/01   |
| 2. Advertiser                 | Unilever Australasia (Lever Rexona - Lynx Bodyspray - Ideal woman) |
| 3. Product                    | Toiletries   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3                    |
| 6. Date of determination      | Tuesday, 8 May 2001  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement features a number of young women talking as if to unseen companions. Standing in the rain, one says, 'Hi, you're not late. It's my watch, it's always fast.' Another, in an office setting, says, 'How nice you noticed my breasts.' A third, in an outdoor setting, speaks in a foreign language with subtitles, 'After sex, I'm out like a light.' A fourth says, 'She means nothing to you? Well, if you put it that way, I forgive you.' In a nightclub, another says, 'Of course you can have some money for a lap dance.' 'That is so funny,' remarks another, 'I collect comic books too.' Again using subtitles, another says in a foreign language, 'I could listen to you talk about football all day.' Finally, a woman says (to a torso-bared young man in a bathroom reaching for a container of the product), 'Can I ask you a question? Do you mind if my best friend joins us?'

## **THE COMPLAINT**

Comments made by the complainant in relation to this advertisement include the following:

*'Despite the fact that it was aired in this 10.45 pm time-slot, when, presumably, only adults should be watching, the commercial offended people who are adults – namely, us. We see the commercial as exploiting sex for profit, and providing yet more lascivious material in the name of art or wit.'*

## **THE DETERMINATION**

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

The Board, noting the contextual humour and whimsical nature of the advertisement, was of the view that the material within it did not contravene prevailing community standards in relation to its portrayal of sex/sexuality/

nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.