



## **CASE REPORT**

1. Complaint reference number	116/01
2. Advertiser	Cottons Aust Pty Ltd (Cottons Tampons)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a building site scene, where a male operator of a jackhammer tells a workmate that he cannot continue for much longer because ‘I’ve got cramps. I’ve got my period.’ The mate suggests he should sit down and relax, commenting ‘You know I always use a hot water bottle.’ After further attention from workmates, the jackhammer operator returns to work with one mate advising ‘If it gets too much sing out; we’ll put someone else on.’ The scene dissolves to a caption reading ‘If Only,’ and then to a graphic of a Cottons tampon pack.

## **THE COMPLAINT**

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

*‘I am very offended with the message that the ad is sending across to the viewers, which to me is that women cannot cope with the pain and discomfort of a period.’*

*‘Men portraying women especially on such a sensitive subject is immoral, insulting, degrading and very 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 contravene provisions of the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification or breach the Code on any other grounds. Accordingly, the Board dismissed the complaint.