



CASE REPORT

1. Complaint reference number	121/05
2. Advertiser	Boots Healthcare Australia Pty Ltd (Clearasil for men)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 May 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is a “Brand Power, Facts and Values” commercial. The woman in the advertisement specifically addresses mothers who may be watching. She seeks to educate them about Clearasil shaving gel which is a product designed to assist men who are “tackling shaving and pimples at the same time”.

THE COMPLAINT

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

“My objection is that this advertisement is directed at, and addressed to, women (i.e., mothers)... when I was taught to shave, I was taught by my father, not by my mother. This advertisement is misdirected and totally ignores men as knowledgeable and savvy shoppers.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“... the reason for targeting the Brand Power advertisement toward mums is they are most likely the main grocery buyer for all household items including shaving needs. The purpose of this advertisement was to educate mothers that there now exists a product that is suited to their sons who are shaving as well as dealing with the inconvenience of pimples.”

“It certainly was never our intention to diminish the role fathers play in teaching their sons how to shave or to ignore men as savvy and knowledgeable shoppers.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the opinion that the advertisement was appropriately addressed to mothers. The Board considered that although the product being advertised was a product for teenage men, it is the mothers of those teenage men who typically do the shopping for such products.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.