



CASE REPORT

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| 1. Complaint reference number | 137/01 |
| 2. Advertiser | Sancell Pty Ltd (Libra Snakeskins) |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Accompanied by Indian music, this television advertisement portrays a woman passenger in a taxi being driven by a joss stick-burning white haired and bearded man [‘Adroushan’]. At the completion of the journey, the woman reaches into a snakeskin handbag and recoils with a scream. She is shown to have a snake-like bite on her wrist, which she sucks. Following a view of the back of the taxi carrying an advertisement for Libra Snakeskins, the woman is seen spitting out of the taxi window.

THE COMPLAINT

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

‘I found the surreal imagery and shock quality of the snake hiding in the ladies bag, then biting her offensive. Then to view her sucking the blood out of her arm nothing short of vulgar and totally inappropriate for any time slot, let alone a family viewing timeslot such as this [7.45pm].’

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 contents of the advertisement did not constitute violence and that the material did not breach the Code on this or any other ground. Accordingly, the Board dismissed the complaint.