



CASE REPORT

1. Complaint reference number	138/00
2. Advertiser	Sancell Pty Ltd (Libra Invisible Slim tampons)
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, 9 May 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a young woman calling, 'Rocky', as she places a bowl of food on a kitchen floor. Two dogs run towards the house and Rocky, who arrives first through a pet flap in the door, jumps into the young woman's arms. The second, larger dog follows, becoming stuck in the door flap. The advertisement concludes with text, 'You'll never feel like this wearing our slim tampons', a shot of the larger dog from the rear as he struggles in the door flap, and text, 'Libra Invisible Slim Tampons. For a perfect fit.'

THE COMPLAINT

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

'It is humiliating and embarrassing to see a chubby dog become wedged in a little "dog door" as a representation of a tampon stuck in and struggling to be lodged into a vagina. I purport also that it encourages people to unnecessarily ponder on the action on (sic) inserting a tampon.'

'I find this advert disgusting, vile and a degradation to the female body.'

'Both my husband and I felt that the analogy of a dog stuck in the doorway was both offensive and inappropriate.'

'..... it does not require any prudish or Victorian standards to object to this sort of barrage for an item so widely used by the females of this country.'

THE DETERMINATION

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

The Board was of the view that the depiction of the dogs within the advertisement did not constitute discrimination or vilification; neither did the portrayal of sex/sexuality/nudity contravene community standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.