



## CASE REPORT

1. Complaint reference number	139/02
2. Advertiser	Carter Holt Harvey Tissue Pty Ltd (Sorbent)
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 July 2002
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a domestic living room scene, with young couple watching television. The young man is portrayed trying, unsuccessfully, to get comfortable, at first leaning against the young woman's shoulder and then with his head on her breasts. As he eventually sits up and away from his partner, a superimposed caption reads: 'Nothing else feels soft anymore.' The scene gives way to a full-screen depiction of a box of tissues with an accompanying caption reading: 'New Silky Soft Sorbent.'

## THE COMPLAINT

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

*"...this advertisement gives the incorrect message to young women and is sexist and offensive."  
"...the underpinning message on sexuality is more overt than the product message."  
"I find this advertisement offensive and derogatory to women and fail to see any merit in the depiction."*

## 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 agreed with the advertiser's submission that *"the ad simply shows a young couple snuggling together in front of the television as would happen in countless households around Australia."*

As such, the Board determined that the advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

It further determined that the material did not breach the Code on any other grounds and, accordingly, the complaint was dismissed.