



CASE REPORT

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| 1. Complaint reference number | 142/98 |
| 2. Advertiser | Sancell Pty Ltd (Libra Invisible) |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 October 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a young woman ‘babysitting’ a small white dog called ‘Pookie’. After Pookie’s owner departs, the babysitter while seated at the owner’s dressing table, knocks over a bottle of yellow coloured perfume which spills on the ground. The babysitter mops up the spilt perfume with an (‘Invisible’) Libra pad. When she tries to replace the spilt perfume by ‘wringing’ out the pad, nothing emerges. A voiceover says, ‘New Libra Invisible won’t leak...’ The babysitter is shown looking at the dog. In the next shot, the advertisement shows the babysitter is shown returning (via a side door) to the dressing table carrying the dog and an apparently full perfume bottle. The babysitter says to the dog, ‘Good girl, Pookie.’ The female voiceover continues with the words, ‘... so you’ll never get caught out.’

THE COMPLAINT

Comments complainants made about the advertisement included:

‘...the woman returns with the perfume bottle full and saying, “Good Girl” to the dog, intimating that the dog’s urine is used to replace the spilt perfume...what sort of message is this sending to the younger community that if you smash or break an item you should lie about it or fill it up with dog’s urine.’

‘...when it comes to a very strong suggestion, inference or whatever it’s called about a dog piddling in a bottle, I think it’s time to make a point...the ad is offensive and degrading to the average intelligence of viewers...’

‘The illustrations of women using the napkins to soak up various fluids is absolutely disgusting and most embarrassing when they appear on your screen without any warning, while viewing with your family.’

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 was of the opinion that the advertisement did not breach the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.