



CASE REPORT

1. Complaint reference number	159/99
2. Advertiser	Goulbourn Valley Rubber Products
3. Product	Hardware/Machinery
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with the scene of a utility parked on a hillside as the sun is setting. The back of two heads can be seen and a man and woman are heard talking. The man says ‘Ah, at last we’re alone. Just you and me’. The woman says ‘I’ve been waiting for this all week’. The man says ‘Mmm, me too’, then the woman asks ‘So do you have the rubber?’ The man replies ‘Of course I do. I went to GV Rubber in Mooroopna. In fact, they fitted it for me’.

The man then takes his arm from around the woman’s shoulders and places his hand on the car doorframe. He continues ‘This door seal was fixed in no time. And the rubber seals on the boot of my car? Fixed. It’s easy now at GV Rubber, they’ve got a fitting service’.

The scene changes to show various internal and external shots of the GV Rubber store. The advertisement concludes with a voiceover ‘For just about any rubber needs, call into GV Rubber Products, a division of RareSpares’.

THE COMPLAINT

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

“I find this really offensive because of its double meaning ... ‘rubber’ being a nickname for a condom contraceptive. The couple in the parked car obviously shows the intent of the double meaning.”

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 determined that the use of the word ‘rubber’ within the overall humorous context of the advertisement would not offend prevailing community views and standards in its portrayal of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.