



CASE REPORT

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| 1. Complaint reference number | 160/00 |
| 2. Advertiser | Bristol-Myers Squibb Pharmaceuticals (Alpha Keri) |
| 3. Product | Toiletries |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 June 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘What smart women are wearing’, portrays a naked woman facing the camera, lying on her side with one arm drawn up, bent and supporting her head and the other arm bent to cover her breasts. She has one leg bent and drawn up (genitals obscured). Three items of Keri products are shown at the lower right of the advertisement. At the bottom is the text, ‘The skintelligent moisturiser. Available from Pharmacies.’

THE COMPLAINT

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

‘It is scandalous for passing children, offensive to decent women, terribly bad for a mixture of all sorts of men, and distracting for car drivers.’

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, while acknowledging the special problems attaching to billboards, was of the view that the portrayal of the woman within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.