



CASE REPORT

1. Complaint reference number	160/98
2. Advertiser	Lever Rexona (Lynx)
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, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts animated (cartoon style) spermatozoa racing toward their goal set to a background noise of a busy street/traffic. One of the sperm ‘breaks ahead’ of the rest and reaches the ovum first resulting in an explosion. The final shot is of a bottle of Lynx deodorant bottle with a voiceover, ‘Get ahead of the pack, new Lynx accelerate.’

THE COMPLAINT

Comments the complainants made about the advertisement included:

‘Using sperm and an egg to sell a deoderant (sic) is...unnecessary and irrelevant. Why does this company think that they need to associate sex and fertilisation with men’s deoderant?’

‘What an absurdly inappropriate time for the screening of such a ridiculous concept. How was a commercial which is essentially depicting the result of sexual intercourse, to advertise deoderant (sic) after all, accepted for screening at what is obviously the wrong time slot?’

‘I am simply a VERY concerned parent and I do not believe that ‘Spermatozoa racing towards an Ovum with the caption “Get Ahead Of The Pack” Is Where Australian society is where we should be heading .’

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 determined that the advertisement’s treatment of sex and sexuality did not amount to a breach of the Code. The Board was of the view that the advertisement would not offend prevailing community views and standards. The Board dismissed the complaint.