



## **CASE REPORT**

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| 1. Complaint reference number | 163/00                                   |
| 2. Advertiser                 | Kimberly-Clark Aust Pty Ltd (Snugglers)  |
| 3. Product                    | Toiletries                               |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 13 June 2000                    |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts shots of babies and mothers in a variety of situations, set to a jingle. The lyrics appear on-screen with a bouncing ball moving along as the words are sung: ‘Thanks for letting me have fun, Mum, thanks for letting me have fun. You’ve never let a wee little problem ever stop me having fun, Mum. Thanks for my dry bum, Mum, thanks for my dry bum. My Snugglers always helps me stay’er snug and drier every day’er. Thanks for being a Snugglers’ mum, Mum, thanks for being a Snugglers’ mum. There isn’t a day when I don’t want to say, thanks for being a Snugglers’ mum.’

## **THE COMPLAINT**

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

*‘Don’t feel “Dry Bum” needs to be part of the jingle.’*

## **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 was of the view that the word ‘bum’ was expressed innocuously and widely in the Australian community and, particularly in its context within the advertisement, did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.