



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 165/99  |
| 2. Advertiser                 | Lever Rexona (Impulse)                          |
| 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, 8 June 1999                            |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows an apparent Arctic scene, into which crashes a comet like object sending up a spray of ice and snow. From this spray, a woman emerges, first seen from above the waist and then in full length. The woman appears to be naked, however, her skin has been coloured with a blue lustre which has the effect of obscuring genital detail. The woman raises her arms above her head and becomes transformed into an image of a can of deodorant. A voiceover says ‘New Impulse ICØ’ with the words also superimposed upon the scene.

## **THE COMPLAINT**

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

*“... it’s a pretty disgusting ad ... just when I thought ads on T.V. were getting better, less skimpy clothed girls and everything, I see this ICØ ad.”*

*“... pornography should not be used to advertise, especially when little children are watching”*

## **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 depiction of the woman within 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.