

CASE REPORT

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| 1. Complaint reference number | 168/03 |
| 2. Advertiser | Beiersdorf Australia Ltd (Nivea) |
| 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, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young woman who applies Nivea cream to her arms while dressed in her underwear before being shown in an outside location in what the accompanying voiceover describes as: “Gentle summer rain making your skin feel sensationally soft”. The advertisement ends with a view of the product and an Internet website address.

THE COMPLAINT

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

“I think the model in the commercial looks about 13 years old, and the voiceover is a much older woman (obviously a dub over a foreign commercial), but the fact that the commercial is using sexuality concerns me...the fact that the girl actually looks like someone who isn’t legally old enough to have sex is a worry. It made me squirm.”

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 advertising material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and that it did not breach any other area of the Code.

Accordingly, the complaint was dismissed.