



CASE REPORT

1. Complaint reference number	168/05
2. Advertiser	GlaxoSmithKline Australia Pty Ltd
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Sunday, 12 June 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement depicts a young woman entering a unisex bathroom in a workplace. Two men are shown to be standing at the wash basins. One young man is brushing his teeth as the young woman also begins to brush her teeth. The advertisement then cuts to an animated sequence to show toothpaste swirling around the woman's mouth. As the two young people stop brushing their teeth, they turn towards each other and poke out their tongues. Each is shown to twist their tongues into different shapes before the young woman grabs the man by the tie and draws him in to kiss him. The tag line reads: *"Take the feeling of clean to the extreme"*. An image of the toothpaste product is then shown.

THE COMPLAINT

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

"... I found the advert offensive with all the tongues being shown, sticking out etc. etc. and then the kissing scene. Totally unnecessary ..."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"GSK asserts that issues associated with sensitivity to certain audiences and appropriateness of viewing time slot [has been] assessed by facts... this TVC was assigned a general (G) rating."

"GSK affirms that the concerns raised by these viewers are not reflective of the general viewing population."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board was of the view that in the context of prevailing community standards the majority of people would not find this advertisement offensive. The Board considered that the depiction of the couple kissing was innocent and that this depiction was not overly graphic or inappropriate.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex or sexuality.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.