



CASE REPORT

1. Complaint reference number	169/06
2. Advertiser	Combe International (Just For Men)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 May 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

In this television advertisement, two fencers dressed in competition uniforms and masks are shown competing in a wood-panelled room. One fencer scores a mark on the opponent's chest recorder. As the defeated opponent's mask is removed, he is shown to be a man with greying hair. A male voiceover announces "Right on target. Target only your grey hair with Just For Men in 5 easy minutes, grey is gone". The man's hair is then shown with all the grey covered "For a natural look". Smiling, the man whips his fencing rapier towards his opponent's chest plate and scores. As his opponent removes the mask, it is seen that she is an attractive woman who shakes her blonde hair free and smiles "You nailed me". The final shot is of a target with a rapier flying through the air to pierce the bullseye, and the voiceover concludes "Right on target".

THE COMPLAINT

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

...the sexual and aggressive tones of the ad and the not-so-subtle Americanism of "you nailed me". (which in reality means having had sex). Also the middle-aged characterisation of men dying their hair and suddenly being able to "nail" women half their age both sexually and aggressively.

THE ADVERTISER'S RESPONSE

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

The word "nail" and its variations have several meanings and connotations:

To stop and seize; catch: Police nailed the suspect

To detect and expose: nailed the senator in a lie; nail corruption before it gets out of control

To perform successfully, or have noteworthy success in: nailed the dive; nailed the exam

Any suggestion that the fencers have engaged in a sexual act immediately prior to her "nailed" statement is ludicrous.

We would note as well that fencers often use the word "nail" and its variations in discussing their sport. For example....."He would lunge and parry and his foil would always nail the ground" and "I nail it every time".

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section

2 of the Advertiser Code of Ethics (the “Code”).

The Board considered whether this advertisement breached section 2.2 of the Code in presenting or portraying violence in a manner unjustifiable in the context of the product or service being advertised.

The Board did not consider that the violence portrayed was in any way sinister or contrary to prevailing community standards.

The Board also considered whether the advertisement was inappropriately sexual in its reference to the male fencer having ‘nailed’ his female opposition. The Board noted that the sexual allusion was mild, particularly in Australian language, that there is a valid use of the term in a fencing scenario and therefore that the advertisement did not contravene the Code.

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