



CASE REPORT

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| 1. Complaint reference number | 170/06 |
| 2. Advertiser | SCA Hygiene Australasia (Libra) |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 9 May 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young man answering his mobile as he enters a supermarket, and agreeing to buy a requested item. In the aisle containing feminine hygiene products he seems at a loss as to which type he was requested to buy. He selects a pack marked “mini”, then looks down at his crotch as though assessing size. He rejects the pack and settles reluctantly for the “super” size, asking the checkout girl “Do these come in a larger size?”, to which she replies “No, that’s it”.

THE COMPLAINT

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

The association of penis size with tampon size is completely ill-informed and misleading. For young men, it sends terrible messages concerning masculinity, penis size, and how to “boast” about these things to females. For young pubescent girls to see these overtly sexual connotations could easily be both frightening and confusing.

The ad makes reference to the size of a person’s genitals.

I simply find it in really poor taste that a guy would think to compare the size of his (nether regions) with the size of tampon his girlfriend would require.

I think it’s disgusting he has to make reference to his penis to decide what size tampons would fit inside his girlfriend and then smugly decides she needs the largest size.

It’s incredibly derogatory to women, crude, and completely unfunny...I am enraged that Libra, a brand for women, have used the old stereotype of equating a woman’s worth to the status (and size) of her partner. Tampons, their size and usages are specifically designed for a woman’s body and has nothing to do with the size of a man’s penis. How does one explain such an ad to a 10, 11 or 12 year old girl who may have just begun their periods. Do they think they need to have sex to know the size of the tampons to purchase?

I don’t think men’s crotches or size of their package has ANYTHING to do with TAMPONS what so ever.....you get the impression that the guy is saying that his enormous penis goes into his girlfriend’s vagina so how could she need only a “mini” tampon. (complainant’s capitalisation)

THE ADVERTISER’S RESPONSE

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

We researched this advertisement amongst consumers prior to its production with overwhelmingly positive results. These respondents judged the concept to be humorous and insightful. It would never be our intent to produce a commercial that women found offensive or in poor taste, so we

endeavour to gauge responses well before making an advertisement and putting it to air.

This commercial received a PG rating from CAD.....We have no evidence to suggest that this advertisement has caused offence to the broader community.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”). In particular, the Board considered whether this advertisement discriminated against people on the basis of their sex.

The Board considered that the target audience for this advertisement would consider it humorous and that this humour was emphasized by the facial expressions of the male in the advertisement. The Board did not consider that the advertisement was derogatory to women but rather should be viewed in the light-hearted way intended.

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