



CASE REPORT

1. Complaint reference number	180/98
2. Advertiser	Proctor and Gamble Aust Pty Ltd (Whisper)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The Board viewed a series of five vignettes all of which used a pair of woman's knickers/panties as a central piece. Various figures/images appeared on the panties for example, cow spots (followed by a voiceover saying, 'No more spots.') and a tightrope walker (followed by a voiceover saying, 'No more accidents.'). Each of the scenes was followed by a woman's voice talking about the sanitary pad ('Expect from your protection) followed by a still photograph of two different packets of sanitary napkins. The Board also viewed an advertisement, again featuring a pair of woman's knickers/panties this time with computer graphic imagery implying that the panties had grown a pair of wings and appear to be flying off. This time the woman's voiceover says, 'From out of the blue comes new stretchable wings from Whisper...' The advertisement then intersperses shots of the panties and wings with shots of the sanitary napkin itself.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...objection is the manner in which females are discriminated against, degraded and have their privacy and personal matters slammed all over T.V. screens in the form of sanitary napkins... we now have spreadable wings...'

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 was of the opinion that advertisement did not constitute discrimination or vilification. The Board was satisfied that the advertisement's portrayal of the subject matter did not amount to a breach of the Code. The Board dismissed the complaint.