



CASE REPORT

1. Complaint reference number	2/05
2. Advertiser	HGC Administrative Services Pty Ltd (Club X - Intimate Shaver)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a hairy cat which gets shaved by a Club X intimate shaver. The tag line is “Seiko clean-cut shaves pussies clean.”

THE COMPLAINT

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

“... The use of the slang “pussies” was highly offensive and inappropriate.”

“This is common slang that alludes to pornography and womens’ genitals, and is not appropriate for general broadcast on public television.”

“The clear reference of female genitals as a “pussy” is pushing the envelope way to far, even at 11:55pm at night.”

THE ADVERTISER’S RESPONSE

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

“... The complainant also refers to “women are offended by the use of the word Pussy” which I believe is a generalization and an assumption by the complainant of what women in the broader community think.”

“In consideration of the television and print campaign of which the audience reach was in excess of 1.8 million viewers and readers (figures from media sales representatives) I feel that two complaints hardly reflect the community opinion of what the advertisement implies.”

THE DETERMINATION

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

The Board noted that the reference to the female genitalia was necessary to describe the product being advertised and was not a gratuitous use of the word. The Board also noted that the advertisement was screened in an appropriate time slot.

The Board found that the depiction did not contravene the provisions of the Code relating to language and/or the portrayal of people (sex).

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