



CASE REPORT

1. Complaint reference number	200/04
2. Advertiser	Carter Holt Harvey Tissue Pty Ltd (Tena)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 August 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a woman using a Tena liner to soak up a cup of tea in which a pet budgie has pooped in.

THE COMPLAINT

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

"I find these kind of ads offensive when they are used to soak up cups of tea. We all know what these products are for so why do they have to be shown in such disgusting and inappropriate circumstances."

"We feel this is absolutely disgusting, even though the advertiser is showing how well the pads soak up liquid, we find it totally unnecessary and foul to show on TV."

THE ADVERTISER'S RESPONSE

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

"The TENA 'Tea Party' TVC was developed to communicate the benefits of TENA liner (ie dryness and absorbency) in a humorous way. Bladder weakness is a sensitive issue, and we were aiming to take a lighthearted approach to help breach the taboo."

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 found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

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