



CASE REPORT

1. Complaint reference number	21/01
2. Advertiser	Johnson & Johnson Pacific Pty Ltd (Carefree G-string Panty Liners)
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 Other - Miscellaneous
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement has the following voiceover for its duration: ‘Freshness now comes in a size that’ll fit into your G-string. New Carefree G-string panty liners. Perfectly shaped to fit your G-string and the only ones with wings. So now, even in a G-string, all you feel is fresh.’ The advertisement begins with a woman adjusting her G-string knickers as she turns her body, before a mirror, buttocks and stomach to camera. This is followed by a graphic of the product and how it works. The woman is then seen, back to camera, pulling on a pair of trousers. She smiles, fades into soft focus as, in the foreground, the product is shown.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘Some men wear “G” strings too, so instead of just assuming that all 10-year-old boys know that sanitary napkins and inserts are for women, how about some tact in advertising?’

‘How dare you exploit us like this. I am absolutely furious and sick in the stomach. I was enjoying the tennis with my teenage sons. How embarrassing (sic) for me sitting there.’

‘We all find this advertisement offensive and think that the images of the model’s body/bottom are excessive and gratuitous. (surely this is likely to attract more attention from male viewers rather than the demographic they should be targeting anyway).’

‘I don’t think these products should be advertised during children’s viewing times Fair enough, the makers of these products have to advertise, and for good or ill, the unclothed female form helps to sell products – but I think we have sunk to another level, with the advertising of such intimate items by showing the naked girl and her g-string underwear.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex, sexuality or nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.