



## **CASE REPORT**

1. Complaint reference number	212/02
2. Advertiser	Sancell Pty Ltd (Libra Tampons)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 September 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The two television commercials reviewed by the Board depict:

- 1) A young woman standing on a windy street wearing a tartan skirt, who says to the camera: “Would you like to see what is under my skirt?” The camera then cuts to a picture of a box with a tartan pattern. The voice over states: “Tartan—part of the new Libra look.”
- 2) Two young women on a commuter train look at each other saying that they “have spots down there.” The camera then cuts to a picture of a box with spots. The voiceover states: “Spots—part of the new Libra look.”

## **THE COMPLAINT**

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

*“I totally object...a woman’s body should not be used in such a derogatory manner.... ”*

*“I and many others of my work colleagues and friends find this ad highly offensive...(it) is not only degrading, but also highly embarrassing...”*

*“I find this extremely offensive...I believe it is in very bad taste...”*

## **THE DETERMINATION**

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

Noting the advertiser’s response that the commercials were intended to communicate the new designs of Libra’s packaging, the Board determined that

the advertisements did not breach the Code on grounds of sex/sexuality/nudity or discrimination/vilification.

Finding that the advertisements did not contravene any other provisions of the Code, the Board dismissed the complaint.