



CASE REPORT

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| 1. Complaint reference number | 214/99 |
| 2. Advertiser | Lever Rexona (Impulse) |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a scene of a naked male, genitalia obscured by a jar of paint brushes, apparently modelling in front of an art class. A young woman rushes in past the model, sits in front of him and sets up here easel. The model, apparently smelling the woman's scent, begins to look uncomfortable and glances down with embarrassment. Others in the art class begin to register expressions of surprise and amusement. The woman puts on her glasses, looks towards the model's genitalia and also looks surprised and amused. An image of a can of Impulse deodorant is then shown lying on its side, which suddenly springs up vertically and is accompanied by the superimposed words 'Men just act on Impulse'.

THE COMPLAINT

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

"This advertisement is both sexist and extremely degrading to men."

"I feel this type of sexually and suggestively explicit ad should not be shown when young children and adolescents are open to its influence."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the portrayal of the people within the advertisement did not constitute discrimination or vilification, nor did its treatment of sex, sexuality or nudity contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.