



CASE REPORT

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| 1. Complaint reference number | 220/00 |
| 2. Advertiser | Lever Rexona (Lux Skin Sense Body Wash) |
| 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 |
| 6. Date of determination | Tuesday, 8 August 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set to the song ('I Am What I Am'), comprises a montage of shots of various women in diverse poses and situations. Some of the women are photographed in underwear, as a couple, as a pugilist, tattooed and in national dress.

THE COMPLAINT

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

'The ad shows women in various (in my view) vulgar poses.'

'Instead of making women (sic) rights stronger, it just makes us all look like sex objects.'

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 was of the view that the material contained within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/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.