



## **CASE REPORT**

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| 1. Complaint reference number | 221/04   |
| 2. Advertiser                 | Bayer Australia (Canesten)   |
| 3. Product                    | Health Products  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 14 September 2004   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features an opening visual of a heart with the words ‘Love and Commitment’ in it. The visuals cut to a lady in a room discussing Canesten Once Pessary thrush treatment after she states ‘Well, that should’ve got rid of the guys. Now we can talk about thrush.’

## **THE COMPLAINT**

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

*“I find this insulting and degrading to any man in a loving relationship.”*

*“The advertisement concerns the subject of thrush and women’s vaginal itching. At this time of the evening it is very inappropriate – just as families are sitting down for dinner.”*

*“The entire content of the ad is insulting, tasteless, vacuous and smarmy.”*

## **THE ADVERTISER’S RESPONSE**

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

*“We have made every effort to convey that the opening segment of the TVC is satirical in nature and that in no way are we insinuating that the notion of any of these ideals of romance and love being foreign to men is based on any fact nor the view of any individual.”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board formed 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 the portrayal of sex/sexuality/nudity and discrimination (sex).

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