



CASE REPORT

1. Complaint reference number	224/01
2. Advertiser	Sabre Corporation Pty Ltd (Fudge)
3. Product	Toiletries
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Language – use of language – section 2.5 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a 28-page brochure featuring a mix of product pictures and cartoons centred on a modern young male and female portrayed in underwear as well as fully-clothed. In one exchange, the male asks “What didja say Oz?” to which she responds “I said...shut the funk up!” In another, she asks “Felix, how far can you go with my foot up your arse?” Text on the back page reads, in part: “There’s no such thing as fashion. It was only there a split second before everyone was wearing it. Drinking it. Eating it. Driving in it or having sex with it. So why bother...”

THE COMPLAINT

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

“I don’t understand why you have to have swearing in an ad campaign for it to be considered cool. Some of the comments are just unbelievable.”

The language insinuated and sexual connotations are not welcome in our office environment as I am sure most schools and mothers would agree...It is this sort of advertising that is assisting to harvest societies foul-mouthed youth.”

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 brochure was written as a lighthearted parody against the traditionally accepted notion that cosmetics are only for the lithe and beautiful,” the Board determined that the language did not constitute a breach of the Code in this regard. It further determined that the advertising material did not contravene the Code in relation to the portrayal of sex/sexuality/nudity or health and safety. Finding that the material did not breach any other provisions of the Code, the Board dismissed the complaint.