



CASE REPORT

1. Complaint reference number	226/99
2. Advertiser	Sancell Pty Ltd (Libra)
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 aboard a train, with a young woman appearing to be having difficulty staying awake. Her head lolls from side to side, periodically jerking up, and finally falls forward into the lap of a man sitting opposite her, reading a newspaper. The woman quickly raises her head before the man lowers his newspaper and looks accusingly at another man sitting alongside him. Voiceover says ‘To make you life easier, we’ve combined day and night pads in one pack. New Libra Select. Just make sure you wear the right one.’ as the woman is again seen to be dozing off.

THE COMPLAINT

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

“This has sexual implications which don’t have anything to do with the benefits of wearing Libra night time pads.”

“It’s just so crass and unfunny ... it’s embarrassing.”

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 scene depicted within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.