



CASE REPORT

1. Complaint reference number	23/01
2. Advertiser	Beiersdorf Aust Ltd (Nivea Body Moisturising Spray/Anti-Perspirant Deodorant Spray)
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, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

1. Nivea Body Moisturising Spray: There are two advertisements, each with voiceover: ‘What does Nivea Body Moisturising Spray feel like? Feels like a lotion. Feels like a spray. Nivea Body Moisturising Spray.’ Each advertisement portrays a young woman using the product, wearing sports underwear and moving about, jumping and squealing. Each advertisement concludes with a shot of a hand holding the product, its pump being pushed by a finger.

2. Nivea Anti-Perspirant Deodorant Spray: The advertisement begins with a shot of the product, then portrays a woman and a girl in a bathroom, with a voiceover: ‘You can trust Nivea Anti-Perspirant Deodorant Spray to keep you fresh, while being gentle on your skin. And it’s alcohol free, so it won’t irritate. It’s the anti-perspirant that cares for your skin.’ Both the woman and the girl have towels about their waists and the woman is also wearing a singlet. Smiling, they dry their underarms, the woman uses the product and the girl dabs under her arm with a toy duck. The advertisement concludes with a line-up of Nivea deodorants and a feather descending.

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

‘This advertisement is very indecent and derogatory of women.’

‘Why is so much emphasis placed on “sex-appeal” and “sexy” these days?’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisements did not contravene prevailing community standards in its depiction of sex, sexuality or nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.