



CASE REPORT

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| 1. Complaint reference number | 230/05 |
| 2. Advertiser | Beiersdorf Australia Ltd (Duo Condoms) |
| 3. Product | Toiletries |
| 4. Type of advertisement | Cinema |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 September 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The opening scene in this television advertisement depicts a young man walking into a pharmacy. He approaches the counter where there are other customers waiting to be served. Without waiting his turn, he says to the sales staff in a loud, confident manner: “*Excuse me, I’m seeing my girlfriend tonight and I’m looking for a pack of Duo condoms. Yep, tonight’s the night. Some Duo condoms for moi, yeah!*” The final scene in this advertisement depicts a close up shot of packets of Duo condoms. The following text appears at the bottom of the screen: “*Couples are comfortable with Duo*”.

THE COMPLAINT

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

“... This is absolutely inappropriate for a session of a PG movie, such as Bewitched, especially at 2.30 on a Saturday afternoon. I was very affronted on behalf of my daughter and her girlfriends.”

THE ADVERTISER’S RESPONSE

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

“From a Val Morgan perspective we program advertisements to suit the expected audience that will be attending the film. Val Morgan does this under a self regulating program...”

“In the case of Bewitched, the film was given a PG rating and Val Morgan’s assessment of the film was that it would play to an audience of 16 – 24 which was the target age group for the Duo Condom campaign...”

THE DETERMINATION

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

The Board considered that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive.

The Board determined that the advertisement did not breach the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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