



CASE REPORT

1. Complaint reference number	239/99
2. Advertiser	Sancell Pty Ltd (TENA Lady)
3. Product	Toiletries
4. Type of advertisement	Print
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘Ever pissed yourself laughing?’ followed by text which commences ‘According to my teenage son, he does it with alarming regularity. He “pisses himself” watching the Simpsons. He does it over what his sister loosely refers to as her cutting edge fashion sense. And he even does it when I suggest that he might like to comb his hair once in a while. Ironically, he never pisses himself over his father’s favourite party jokes. And every time he says it, I flinch. I can’t help wondering if he knows what he’s saying. If he has any idea what it is like to have a weak bladder’ and continues to describe the issue of bladder control and the ‘TENA lady’ product.

THE COMPLAINT

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

“Since when has the ‘circled’ word ... become acceptable in the English/Australian language?”

“I consider the advertisement to be a very sad reflection of the constantly descending standards which the average consumer is subjected to in day to day life.”

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 use of the word ‘piss’ was not inappropriate in the overall context of the advertisement, which combined elements of humour with the nature of the product itself, and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.