



CASE REPORT

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| 1. Complaint reference number | 267/03 |
| 2. Advertiser | Procter & Gamble Aust Pty Ltd (Vicks) |
| 3. Product | Health Products |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 August 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a very long kiss between a couple embracing on a park bench. When the couple part, the male appears to collapse to the ground in a faint and a full screen caption reads: ‘Blocked nose?’ ahead of a graphic representation of Vicks VapoDrops in different flavours and a graphic reading: ‘Vicks. Clears the nose. Soothes the throat.’

THE COMPLAINT

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

“It is no wonder that morality is at a low ebb within the country when youngsters can view ads like this.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertiser’s submission that ‘we believe that the kissing and subsequent fainting are neither ‘strong’ nor ‘obscene’ and in the circumstances...meant to be humorous , light-hearted and were ‘appropriate.’’

It was the view of the Board that, within the context of prevailing community standards, the majority of people exposed to the advertisement would not find it offensive.

Accordingly, the Board dismissed the complaint on determination that this advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and that it did not breach the Code on any other grounds.