



CASE REPORT

1. Complaint reference number	282/04
2. Advertiser	Lever Rexona (Lynx 24-7)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features different women in various service roles and/or jobs wearing bikinis, lingerie or short dresses. The tagline is “Lynx 24-7. The girls are ready? Are you?”

THE COMPLAINT

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

“... believe it is an overtly sexist ad and find it offensive, as it implies that women are simply seeking sex all the time (ie, 24-7).”

“The Ad is made up of primarily scantily clad women, portraying them as sexual objects. The women in this ad do not say anything, their purpose is to provide sexual insinuation. This depersonalises the notion of “femininity” hence suggesting that women are lesser beings.”

“As a woman I find this ad extremely discriminatory, in that it enforces the gender stereotypes that many women, myself included, have been fighting so long to overcome. These sorts of advertisements suggest that the gender “woman” is purely sexual, and portray women as objects existing either for the pleasure of “man”, or “eye-candy” for advertisement purposes.”

THE ADVERTISER’S RESPONSE

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

“The TVC is clearly a tongue in cheek attempt to encourage guys to be wearing LYNX all the time. We totally refute the claims that these ads are “overtly sexist” and imply that “women are simply seeking sex all the time”. Totally the opposite to being sexist, we took effort to make sure that women were in control in all the scenes – not at the whims of men.”

“... their actions are at worst flirtatious, not sexual. There is no visual or audible reference to sex.”

THE DETERMINATION

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

The Board noted that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

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