



CASE REPORT

1. Complaint reference number	297/99
2. Advertiser	Johnson & Johnson Pacific Pty Ltd (Stayfree Ultrathins)
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, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a car pulling up outside a university or college. The young woman driver says 'Bye' as another young woman gets out, rushes into a building, up a stairwell and into a classroom. She then immediately begins to undress, removing her shoes, skirt and top. As she does this, the students in the classroom, all of who are sitting at easels, register various expressions of surprise, embarrassment and amusement. The woman is then shown from behind as she removes her bra and begins to pull down her underpants. At this point, she pauses reflectively and an apparent flash back scene to that morning is shown of her, dressed in her underwear, taking a packet of Stayfree Ultrathins from a bathroom shelf as voiceover says 'Stayfree Ultrathins. Protection so good you can forget it'. A voice then appears to break into her thoughts as one of the students says 'Excuse me ... excuse me ... I think Life Drawing is next door'. The woman looks around, noticing for the first time that the classroom is filled with architectural models and plans, and then covers her breasts with embarrassed surprise. In the final scene, the woman is shown talking to the driver of the car from the first scene, saying 'I just completely forgot', to which the other asks 'But how?'. On a television set in the background, a woman says 'Stayfree Ultrathins has a unique scrunch resistant pad to stop it leaking, so you won't have to think about it' and concludes with the superimposed words 'Stayfree Ultrathins. Protection so good, you can forget it'.

THE COMPLAINT

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

"I find it particularly sexist ... Why is it constantly women who are in various states of undress ..."

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 the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.