



CASE REPORT

1. Complaint reference number	342/06
2. Advertiser	SCA Hygiene Australasia (Libra)
3. Product	Toiletries
4. Type of advertisement	Cinema
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 12 September 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This cinema advertisement features a young man answering his mobile as he enters a supermarket, and agreeing to buy a requested item. In the aisle containing feminine hygiene products he seems at a loss as to which type he was requested to buy. He selects a pack marked “mini”, then looks down at his crotch as though assessing size. He rejects the pack and settles reluctantly for the “super” size, asking the checkout girl “Do these come in a larger size?” to which she replies “No, that’s it”.

THE COMPLAINT

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

This add (sic) is inappropriate as it indicates that the purchase of tampons is related to the size of the man’s anatomy.

It’s not as though it’s multiple choice to whether to buy or not and seeing something that is necessary to purchase due to the wonders of nature, degraded in the way these adds are portray the product is quite offensive .(sic)

THE ADVERTISER’S RESPONSE

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

It would never be our intent to produce a commercial that women found offensive or in poor taste, so we endeavour to gauge responses well before making an advertisement and putting it to air.

To the allegation that these products should not be advertised at all, it is well within women’s rights to know what their brand choices are, even with a “necessary purchase”.

We have no evidence to suggest that this advertisement has caused offence to the broader community.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”) and noted that it had previously considered the TV version of this advertisement in particular, whether this advertisement discriminated against people on the basis of their sex.

The Board noted that part of the complainant’s concern related to the fact that the product – feminine hygiene products- was advertised at all. The Board noted that advertisers have a right to advertise their products, provided that such advertising is in accordance with the Code.

The Board considered that the target audience for this advertisement would consider it humorous and that this humour was emphasized by the facial expressions of the male in the advertisement. The Board did not consider that the advertisement was derogatory to women but rather should be viewed in the light-hearted way intended.

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