



CASE REPORT

1. Complaint reference number	392/06
2. Advertiser	Kimberly-Clark Australia Pty Ltd (Huggies Pull-Ups)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 October 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features various toddlers wearing pull-ups with “L” plates on their bottoms, heading towards the toilet. One child gets distracted by a TV show and it is explained that the pattern on Pull-Ups fades if wet, to help toddlers learn to stay dry. A mother shows that the stretchy sides mean toddlers can learn to pull them on and off with ease. As one toddler runs victoriously from the toilet, his mother holds up a little cardboard “P” plate as if awarding a trophy.

THE COMPLAINT

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

In the ad it shows a mother tasking her toddler to the toilet and pulling off his underwear! The camera moves away from this shot when the underwear is millimetres away from showing the boy's private parts!

I am disturbed when I think of the thrill a paedophile would get from this image.

THE ADVERTISER'S RESPONSE

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

All employees at Kimberly-Clark Australia and our advertising agencies are acutely aware of our responsibility to parents and the community at large in relation to the standard of our advertising and as such take any complaints seriously.

The content of our TV and other advertisements, and the photography in those ads are governed by various mandatory standards relating to the images portrayed, and the use of models, particularly children. We of course abide by all set standards at all times.

*Furthermore, we undertake extensive testing of new advertisements before they go to air to ensure they contain no offensive images nor do they promote inappropriate behaviour. All the consumers who viewed the **Huggies Pull-Ups Training Pants** TV ad during testing were mums with young children, and they said that the ad was highly enjoyable and informative. During the TV commercial, the toddler is being independent by using the product by himself. In doing this, the child demonstrates confidence and independence during the challenging stage of toilet training.*

THE DETERMINATION

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

The Board considered whether the advertisement depicted sexuality, sex or nudity in a sensitive way

in line with the Code.

The Board considered whether the images of the children that were depicted in the advertisement. The Board noted that there were no images of any of the children's genitalia. The Board considered that the images used in the advertisement were appropriate and determined that clearly no sex or sexuality was intended to be portrayed and that reasonable members of the community would not read any sex or sexuality into the advertisement.

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