

CASE REPORT

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| 1. Complaint reference number | 404/06 |
| 2. Advertiser | Lever Rexona (Impulse Groove) |
| 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 a young woman who sprays herself with Impulse and begin to walk down the road with two female friends. A young man they pass suddenly feels his heart beating more quickly, breathless male basketballers stop their game to grab the fence, and a guy washing a car leaves it to join the other men following the girls. A female voiceover announces “New Impulse Groove – 4 fresh fragrances to get your groove on.”

THE COMPLAINT

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

...men begin gyrating against the fence, wildly...I find the sexual content offensive.

THE ADVERTISER’S RESPONSE

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

The central theme for the Impulse Groove body spray range is music...a music track builds to provide a background track for the TVC. The male characters referred to do stop against a fence and begin panting to create the sound of a high hat (i.e. a percussion cymbal) in the music track...I believe that the characters in no way “gyrate” against the fence.

The commercial does contain sexual undertones but in no way do they constitute offensive sexual content. We believe that the commercial is fun and engaging to young girls and well within prevailing community standards.

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 was in breach of the section of the Code dealing with sex, sexuality and nudity, noting the complainant’s comments that the sexual content is offensive.

The Board acknowledged that the depiction of the boys/men in the advertisement certainly portrays men following after attractive young women, but it determined that the content was not overtly sexual and was clearly linked to a dance theme (get your groove on). The Board did not agree that the basketballers were ‘gyrating’ against the fence in a sexual manner. The Board considered that the advertisement did not depict sex in an insensitive manner .

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