



CASE REPORT

1. Complaint reference number	408/03
2. Advertiser	Reckitt Benckiser (Aust) Pty Ltd (Veet)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 9 December 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a number of teenage girls together in a bedroom, packing their for a beach holiday. The girls are portrayed fooling about with each other and waxing their legs in preparation for a holiday.

THE COMPLAINT

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

“It had a porno-film air about it with the girlfriends shoving their girlfriend down on the bed despite her definite ‘no’ protestations before waxing her legs against her wishes. To my mind, as an adult and male, I found the obvious drive to portray a sexual situation for the marketing of a product on TV as absolutely offensive.... We also want to complain that this is another case of apparent ‘corporate pedophilia’.”

“I’m mostly concerned about the fact that the girls in these ads are so skinny and that they look unhealthy.”

THE ADVERTISER’S RESPONSE

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

“As a depilation product, it is obviously important to demonstrate smooth and healthy skin in advertising, so this does require a degree of nudity. At the same time, it is essential that our advertising is appealing to our target audience and not in any way offensive. To achieve this balance Reckitt Benckiser conducts extensive market research of our advertising with consumers all over the world.... findings suggesting that the campaign was fun, light hearted and in a style that this age group could relate to.”

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 the conduct depicted was quite typical of teenage girls having fun together.

The Board found that the depiction did not contravene the provisions of the Code relating to portrayal of sex/sexuality/nudity/health and safety.

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

dismissed the complaint.