



CASE REPORT

1. Complaint reference number	440/99
2. Advertiser	Colgate-Palmolive Pty Ltd (Mennen Lady Speed Stick)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a martial arts scene in which a woman is shown punching, kicking and throwing a number of male opponents. Voiceover says ‘This is Jacquie Li. She uses new Lady Speed Stick anti-perspirant. Roll-ons just didn’t cut it for her. Look, unlike sticky roll-ons, new Lady Speed Stick goes on dry to keep you dry’. At this point, the woman grabs two men by the hair and wipes one man’s forehead with a roll-on, the other man’s forehead with Lady Speed Stick. She then bangs both men’s heads down onto two sheets of paper on a tabletop and pulls them both back up by the hair, showing that a sheet of paper has stuck to the man wiped with the roll-on. Voiceover concludes ‘Now the only thing wet is her opposition. New Lady Speed Stick from Mennen. Goes on dry to keep you dry’.

THE COMPLAINT

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

“Why do adverts make women out to be so tough she can handle two men. It’s so degrading in my opinion – man is the stronger of the human species, but that doesn’t make women any less important.”

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, particularly given the context of its exaggerated parody of a martial arts style movie. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.