



CASE REPORT

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| 1. Complaint reference number | 57/04 |
| 2. Advertiser | Johnson & Johnson Pacific Pty Ltd (Neutrogena) |
| 3. Product | Toiletries |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 April 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which depicts a rear view of a naked woman with a woollen scarf draped over one shoulder. The advertisement's tagline is "No more streaking".

THE COMPLAINT

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

"I am offended by ... the lack of censorship that allows offensive material to continuously appear on our streets. Are there any guidelines advertisers have to follow or are they allowed to be as free as they feel?"

THE ADVERTISER'S RESPONSE

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

".... the visual shown was a true representation of the desired result that could be achieved through use of a sunless tanning product."

"The nature of the visual has been treated with respect, dignity and taste in depicting the nature of the female form in a non-sexual or controversial manner. There is absolutely no sexual innuendo in the visual."

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 in the context of prevailing community standards, the majority of people would not be offended.

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

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