



CASE REPORT

1. Complaint reference number	70/06
2. Advertiser	Johnson & Johnson Pacific Pty Ltd (K-Y Warming Liquid - Valentine)
3. Product	Toiletries
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This colour print advertisement portrays a bottle of the product, K-Y Warming Liquid, enclosed in cellophane and pink gift wrapping and ribbon in a style usually associated with the giving of a single rose on Valentine's Day. On a pale blue background are the words "Warm more than her heart this Valentine's Day" followed by information regarding the product in small text.

THE COMPLAINT

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

...we collectively find this advertisement to be quite offensive and distasteful.

...a cheap degrading ad

THE ADVERTISER'S RESPONSE

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

We are attempting to portray a sensitive subject in a tasteful and engaging way.

We felt that this advertisement was a witty and seasonal way to promote awareness of this product. It was intended to entertain with a visual joke and a funny tag line.

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 product advertised is a product that is used to facilitate sexual encounters. The Board considered that the advertisement was tasteful and that the sexual connotations were very mild. The Board noted that the advertisement appeared in a general adult publication, the Sydney Morning Herald.

The Board did not consider that the advertisement treated sex in an inappropriate manner and did not consider that the advertisement breached clause 2.3 of the Code relating to treatment of sex and sexuality.

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