



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 71/05   |
| 2. Advertiser                 | Lever Rexona (Lynx Bodyspray - coatstand)           |
| 3. Product                    | Toiletries  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 12 April 2005                              |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features a man and woman in a bedroom setting. The man proceeds to spray Lynx deodorant up and down the length of the coat stand. The next scene shows the man lying on the bed as the woman dances erotically against the coat stand. He then sprays the deodorant on himself. The tagline is: "Show them the way".

## **THE COMPLAINT**

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

*"... the show is very, very offensive to women everywhere. It portrays them as being so stupid that they will do anything you want them to do so long as you spray Lynx. I find it degrading to women."*

*"The slogan 'show them the way' also gives the suggestion that women are brainless objects, with nothing better to do than provide gratification for men who wear deodorant. ... It's a backwards step for young girls and women when ads like this are shown on public television."*

## **THE ADVERTISER'S RESPONSE**

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

*"The TVC is clearly a tongue in cheek attempt to educate guys to use LYNX Bodyspray all over their bodies."*

*"We believe that the content of our ad is well within prevailing community standards – the tone is very obviously light-hearted and humorous and builds on the well-established story of 'the Lynx effect'."*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to relating to the portrayal of people (sex).

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

dismissed the complaint.