

CASE REPORT

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| 1. Complaint reference number | 81/05 |
| 2. Advertiser | Lever Rexona (Impulse) |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The first scene of the advertisement shows a female city bus driver come to a halt at a bus stop. From inside the bus she notices a television screen displaying a baseball game. She catches the eye of the baseball player and then reaches into her handbag and pulls out a can of Impulse deodorant. She sprays deodorant over herself before beginning to drive erratically through the city. Eventually she careens through the wall of the baseball stadium and drives onto the pitch to meet the baseball player.

THE COMPLAINT

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

“It promotes irresponsible driving and reckless behaviour, that could not only injure people but kill them.”

THE ADVERTISER’S RESPONSE

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

“We believe the content of our ad is well within prevailing community standards. The comic depiction of a woman driving into a baseball stadium to catch a cute boy’s attention is intended to be humorous and displays the insight of girls wanting to do something spontaneous ... It is intended to be funny and very tongue-in-cheek.”

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 find this ad humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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