



CASE REPORT

1. Complaint reference number	81/06
2. Advertiser	Johnson & Johnson Pacific Pty Ltd (K-Y Warming Liquid)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a male in the background using a computer and a woman addressing the camera “If we could only connect the way he connects to that computer”. The woman continues “Let’s see...” and holding a tube of KY Warming Liquid, reads aloud the product’s properties which include “creates a gentle warming sensation”. As he hears the words, the male looks at the woman and smiles. The woman comments “That was a fast connection”. The male closes the lid of his computer as a female voiceover describes the further advantages of the lubricant and details regarding the offer of a free sample.

THE COMPLAINT

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

It is disgusting for an ad to suggest that a lubricant (or sex) will help a couple to connect with each other. If a couple has trouble connecting they need counselling.

THE ADVERTISER’S RESPONSE

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

Johnson & Johnson take particular care to present the subject in a tasteful, informative, yet entertaining way.

The aim of the advertisement is to show that KY can help couples to enhance intimate moments. It is not intended to be disgusting or to be overtly sexual.

Johnson and Johnson is not of the opinion the advertisement is morally objectionable.

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 sexual lubricant. The Board considered that the advertisement was tasteful and that any reference to sex was implied and very mild.

The Board considered that the complainant seemed to be more concerned about the product being advertised at all, rather than any particularly offensive part of the advertisement.

Having considered these factors, the Board did not consider that the advertisement breached the Code on any grounds, and dismissed the complaint.