

## CASE REPORT

1. Complaint reference number	94/05
2. Advertiser	Lever Rexona (Lynx Bodyspray - touch)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 April 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set in a railway/bus waiting room. A man enters the waiting room and sits down. He begins to realise that his actions are having a physical effect on the women in the waiting room. As he traces a line on a map, a bead of sweat on the chest of the woman opposite follows the same pattern down her front. As he unzips his bag, the zipper on the knee high boots on a woman at the opposite end of the room starts to come undone. The man then begins to adjust the knobs on a radio behind him. The corresponding effect of this is that the woman sitting next to him is shown to have erect nipples. This has the same effect on the old gentlemen at the sales counter. At this point another woman enters the room and sits down. As the young man opens a book, the woman's blouse begins to open and buttons pop off her blouse. The final shot of the advertisement shows the young man licking an envelope.

## THE COMPLAINT

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

*"I found this offensive as I feel it became far too sexually explicit, and in doing so also degraded women by treating them exclusively as sexual objects."*

*"It was ... overly sexual, and incredibly demeaning."*

*"The whole tone of this ad is verging on pornographic ... I personally find it distasteful and quite revolting. It is not done in a humorous way at all, which could possibly make it acceptable. In my opinion it is vulgar and much too sordid for television advertising."*

*"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."*

## THE ADVERTISER'S RESPONSE

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

*"We believe that the level of innuendo is not inappropriate, and the advertisement doesn't objectify women, all of whom are wearing clothing that could be considered normal, everyday wear."*

*"Further to this, the main character in the advertisement is oblivious to the effect he is having on the women until the end of the advertisement. The storyline is intended to be playful and tongue-in-cheek."*

*"His actions and the results are clearly not realistic, and it is a tongue-in-cheek humour that the*

*ad is trying to convey, in line with the spirit of the brand itself.”*

*“We believe this advertisement does indeed treat sex, sexuality and nudity with sensitivity to the relevant audience.”*

*“We have made every effort to be responsible in media placement of this commercial, restricting it to post 8.30pm .”*

## **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 and accepted the advertiser’s comments that the scenes depicted were tongue-in-cheek humour and 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 the portrayal of sex, sexuality and nudity.

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