



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 188/06 |
| 2. Advertiser | Kimberly-Clark Aust Pty Ltd (Huggies Baby Wipes Pop-Up Tub) |
| 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, 13 June 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a giggling, wriggling baby being controlled by its mother with one hand, as she uses the new Pop-Up Tub for baby wipes. She wipes the baby and after putting on a clean nappy, she cuddles the baby, tickling its tummy.

THE COMPLAINT

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

I don't see why the community at large needs to see naked babies to make this add (sic). This would what paedophiles would like to see on TV.

THE ADVERTISER'S RESPONSE

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

...the photography in those ads are governed by various mandatory standards relating to the images portrayed, and the use of models, particularly children.

We undertake extensive testing of new advertisements before they go to air to ensure they contain no offensive images nor do they promote inappropriate behaviour...mums with young children said that the ad was enjoyable and informative. They loved seeing the child with mum giggling and happy.

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 it has previously received complaints about the use of naked babies in advertisements on the same basis as the issue raised by the complainant. The Board reiterated that it considered that the depiction of naked babies in the context of baby products, or other products, in an appropriate manner was not a depiction that would breach the Code.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.