

COMPLAINT NUMBER	19/091
COMPLAINANT	I Dianu
ADVERTISER	Unilever Australasia
ADVERTISEMENT	Lynx deodorant Television
DATE OF MEETING	4 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The three minute television advertisement for Lynx deodorant tells the story of the rivalry between a young New Zealander and a recently arrived Australian over a young woman. The New Zealander challenged the Australian to a duel at hand ball. During timeout, the “Aussies” are shown to be tampering with the ball. The New Zealander looks down at the New Zealand Lynx deodorant which is in his open bag, and says to his friend “Don’t worry Tony, I got this”. He then goes on to win the game. When the Australian asks him ‘What’s your secret mate..?’ he replies “it’s all about the confidence my bro, just be yourself.”

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, I Dianu, said:

This Lynx advertisement shows the New Zealand youngsters as being weak and incapable of standing for themselves without using the deodorant. In my opinion, the advertisement is undermining their confidence showing them as being insecure as and inferior to their Aussie counterparts. This may adversely affect the NZ young generation, which is vulnerable, increasing the risk of depression and possible the rate of suicide.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c).

The Chair noted the Complainant’s concerns the advertisement showed young New Zealanders as weak and insecure and reliant on a deodorant to gain confidence.

The Chair acknowledged the Complainant’s concerns about the risk of depression and suicide in New Zealand, especially among young people.

The Chair noted the advertisement relies on the use of hyperbole and humour and draws on the playful rivalry between New Zealand and Australia, particularly in sport. The Chair said while the advertisement is promoting the use of a new brand of deodorant, the main message of the advertisement was to have confidence and “just be yourself”.

The Chair said the advertisement did not contain anything that was likely to cause harm or serious or widespread offence. The Chair ruled the advertisement did not reach the threshold to breach Principle 1 or Rule 1(c) of the Advertising Standards Codes and had been prepared with a due sense of social responsibility.

The Chair ruled there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.