

## Case Report

<b>1. Case Number :</b>	<b>0083-25</b>
<b>2. Advertiser :</b>	<b>Goda Perfume</b>
<b>3. Product :</b>	<b>Toiletries</b>
<b>4. Type of Advertisement/Media :</b>	<b>Internet - Social - Facebook</b>
<b>5. Date of Decision:</b>	<b>16-Apr-2025</b>
<b>6. Decision:</b>	<b>Upheld – Not Modified or Discontinued</b>

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

AANA Code of Ethics\2.3 Violence

AANA Code of Ethics\2.6 Health and Safety

### DESCRIPTION OF ADVERTISEMENT

This sponsored Facebook advertisement features a woman sitting in the car. The words "Ladies, forget viagra this is my secret hack to fix shrimp noodle syndrome".

A man gets into the car and the woman says "Ready for date night?"

The man says "It smells really good in here" and leans towards the woman to sniff her neck. He asks if she got a new perfume.

The woman says "I did. Do you like it?"

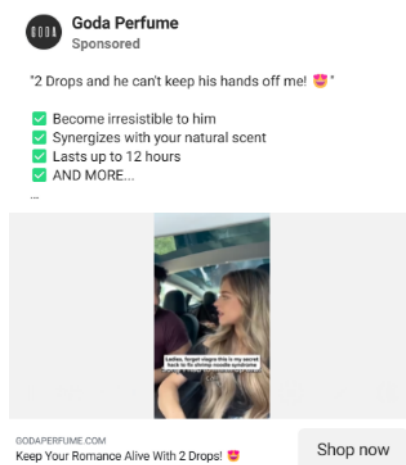
The man says "It smells really good, come here" and places his hand around the back of the woman's neck and leans over to smell her. He places his other hand around her throat and sniffs her neck, and her eyes widen in surprise. He says "It smells really good, I love it."

We then see another woman in a car using perfume and her partner reacting.

The caption to the Facebook post reads "2 Drops and he can't keep his hands off me!

😊 "

- ☒ Become irresistible to him
- ☒ Synergizes with your natural scent
- ☒ Lasts up to 12 hours
- ☒ AND MORE..."



## THE COMPLAINT

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

*This advertisement is dangerous and encourages male violence against women, in particular strangulation.*

*It promotes sexual violence by way of directly promoting a product that elicits strangulation.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*Advertiser did not provide a response.*

## THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the advertisement depicts sexual violence and condones an unsafe behaviour.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

**Section 2.1: Advertising shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of**

**race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief.**

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

- *Discrimination – unfair or less favourable treatment.*
- *Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.*
- *Gender – refer to the attributes, roles, behaviours, activities, opportunities or restrictions that society considers appropriate for girls or boys, women or men. Gender is distinct from ‘sex’, which refers to biological differences*

The Panel considered the text, “Ladies, forget viagra this is my secret hack to fix shrimp noodle syndrome”.

A minority of the Panel considered that this was a reference to the man not being sexually attracted to the woman and was not a reference to erectile dysfunction.

The majority of the Panel, however, considered that the reference to “cold shrimp noodle” was a derogatory description of a flaccid penis, which references men with sexual dysfunction requiring medical treatment in a manner which was humiliating and inciting ridicule.

The Panel considered that the advertisement discriminated against men with erectile dysfunction.

### **Section 2.1 conclusion**

The Panel found that the advertisement did breach Section 2.1 of the Code.

### **Section 2.3: Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.**

#### Does the advertisement contain violence?

The Panel noted the scene where the man put his hand around the woman’s throat. The Panel considered that the action was not necessary, and the woman looked alarmed and uncomfortable by the action. The Panel considered that the action was threatening and intimidating and did constitute violence.

The Panel considered that the advertisement does depict or suggest violence.

#### Is the violence justifiable in the context of the product or service advertised?

The Panel noted the Practice Note for this section of the Code which states

*“Although the depiction of violence in an advertisement may be relevant to the story being told in the advertisement, any violence must also be justifiable in the context of the product being advertised, or else will be in breach of this section of the Code...sexual violence is not acceptable under any circumstances.”*

The Panel considered that the advertisement is stating that women who wear the perfume will become irresistible to men, and suggests that as a result men are justified in losing control and becoming violent.

The Panel considered that the man’s action of putting his hand around the woman’s throat was sexualised violence, which was not justifiable in the context of promoting a perfume.

### **Section 2.3 conclusion**

The Panel concluded that the advertisement did present or portray violence and did breach Section 2.3 of the Code.

### **Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.**

The Panel considered that the scene showing the man putting his hand around the woman’s throat without her consent was violent and threatened the woman’s safety. The Panel considered that the message of the advertisement that men were justified in losing control around the product and treating women as sexual object would be against prevailing community standards on health and safety.

The Panel considered that the advertisement did contain material contrary to Prevailing Community Standards on health and safety.

### **Section 2.6 conclusion**

The Panel considered that the advertisement did breach Section 2.6 of the Code.

### **Conclusion**

Finding that the advertisement breached Sections 2.1, 2.3 and 2.6 of the Code the Panel upheld the complaints.

### **THE ADVERTISER’S RESPONSE TO DECISION**

The advertiser has not provided a response to the upheld decision. The advertising remains visible and has been referred to Meta.