



# Fastline

August 2, 2012

AROUND 20 COMPLAINTS OVER the Johnson & Johnson Carefree pantyliners 'vagina' ad have been lodged with the Advertising Standards Authority.

ASA complaints manager Alison Hopkins told *Fastline* the matter is now before ASA chairman John McClintock, and a result is expected "soon".

"Some of the complainants objected to the word 'vagina'; others complained about the product itself," Hopkins said.

The TVC – an engagingly candid production made for screening on both sides of the Tasman by Sydney companies 303Lowe and TheFARM – broke new ground for personal hygiene campaigns by using the words 'discharge' and 'vagina'. (See it at [www.admedia.co.nz](http://www.admedia.co.nz)).

When it released the ad, Carefree Australia described it as a "bold attempt to tackle the taboo which surrounds vaginal discharge".

In Australia, it has already been cleared by the Advertising Standards Bureau, which received 30 complaints.

"In this instance, the advertiser handles the subject matter in a factual, straightforward manner using language appropriate for the subject and the relevant audience," said the ASB judgment dismissing the complaints.

Johnson & Johnson has no NZ creative agency – the NZ end of this campaign is being handled by OMD (media) and Wright Communications (PR).

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MEANWHILE, THE GLOBAL AGENCY review now under way by Johnson & Johnson will have very little effect in NZ.

All J&J creative used in this country originates offshore. OMD, which handles media placement, is the only NZ agency on the roster.

"This consolidation applies only to incumbent creative agencies," J&J's Sydney-based spokesperson Mitzi Saitzyk told *Fastline*. "Media agencies are not affected."

It's a different story across the Tasman where creative shops 303Lowe and JWT both hold parts of J&J.

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DROGA5 CREATIVE DIRECTOR MIKE O'Sullivan has confirmed that managing director Andrew Stone has left the company.

In a release issued yesterday, O'Sullivan plays down Stone's exit, focusing on new business wins, and characterising

the Stone news as "stepping back" – but it's clear the arrangement is permanent, and that Andrew Stone will not be returning to the agency he helped found in NZ.

Stone has not returned our calls, and it's not yet known what are his real plans. It's also not known what will happen to his shareholding (Droga5 NZ is reportedly 60% owned by global founder David Droga, and most of the remainder by Stone and O'Sullivan).

Here's the official Droga5 release ...

*Droga5 is poised for growth in New Zealand after gaining the Qantas account; with another major client announcement imminent.*

*We're delighted to have a client like Qantas in our portfolio in New Zealand, said Mike O'Sullivan.*

*To date we've been deliberately quiet about who we partner with – however, we're now working with AA Travel Australasia, Phoenix Organics, Qantas, Lion Nathan, Fiveight, Random House, and domestic abuse charity Shine.*

*And shortly we will be in a position to announce another significant name.*

*To bolster the agency's already strong digital credentials, Nathan Cooper recently joined from Anomaly London, as Digital Creative Director, and will partner with Chris Long who joined the agency in April as the agency continues to grow.*