



CASE REPORT

1. Complaint reference number	264/05
2. Advertiser	Allpest WA
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement is set in the offices of Allpest WA . A telephone operator is shown to answer his phone. The female caller at the other end asks: “*Do you get rid of termites?*” The man replies: “*Yes*”. The woman then asks: “*Bees?... Dirty little cockroaches? Rats and mice?*” The man replies in the affirmative to each of them. The woman then asks: “*What about my husband?*” The man is then shown to move the phone receiver away from his ear, pausing for a moment. He then replies: “*No, sorry ma’am, we don’t do husbands.*” The final scene shows the Allpest WA logo with the words “*We care about your family too.*”

THE COMPLAINT

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

“... I know of two males who have been on the end of domestic violence by their partners and I assure you it is not a laughing matter. What if the reverse was shown in the ad? If it portrayed a husband plotting to “exterminate” his wife? What sort of uproar would that cause! Well I find this both sexist and disgusting and I think it should be immediately taken off the air.”

THE ADVERTISER’S RESPONSE

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

“Neither of the advertisements mentions, infers or portrays violence.”

“... We mean “My husband is a nuisance and can you get him out of the house.” (All tongue in cheek). No violence is mentioned. Both ads continue on to tell you: “At Allpest we care about your family too”.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive. The Board noted that the representative for Allpest WA mentioned to the woman that they do not “exterminate husbands”. The Board considered that the advertisement did not depict any violence and that the majority of people would understand the female caller’s questions to be very tongue-in-cheek.

The Board also noted that the final scene in the advertisement depicts the Allpest logo together with

the words: “*We care about your family too.*”

The Board found that the depictions did not contravene the provisions of the Code relating to the portrayal of people (sex) or the provisions of the Code relating to violence.

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