



CASE REPORT

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| 1. Complaint reference number | 265/05 |
| 2. Advertiser | Allpest WA |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | Radio |
| 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

This radio advertisement for Allpest WA features the following telephone conversation between an Allpest WA telephone operator and a housewife. Allpest Operator: “Allpest WA, how can I help?” Housewife: “Do you get rid of termites?” Allpest Operator: “Yes we do. What...” Housewife: “Bees?” Allpest Operator: “Yes, we...” Housewife: “What about those dirty little cockroaches?” Allpest Operator: “Yes ma’am cockroaches.” Housewife: “What about rats and mice?” Allpest Operator: “Yes ma’am rats and mice.” Housewife: “What about my husband?” A voiceover states: “At Allpest WA we can take care of most of your pest problems.” Allpest Operator: “Ahh sorry ma’am we don’t do husbands.” The voiceover concludes: “Allpest WA, we care for your family too, look for us in the white pages”.

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.