



ADVERTISING  
STANDARDS  
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph (02) 6173 1500 | Fax (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)

ACN 084 452 666

## Case Report

1	Case Number	0017/14
2	Advertiser	Ozkleen
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	12/02/2014
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.1 - Discrimination or Vilification Gender

### DESCRIPTION OF THE ADVERTISEMENT

A voiceover says, "This, gentlemen, is how to clean an oven..." and we see a man using the OzKleen product. The voiceover describes what the man is doing and ends with, "Oven Power by OzKleen, so simple it's made for the gentleman of the house."

### THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I find the phrase "So easy, even the man of the house can do it" to be a strangely sexist phrase for this day and age.*

*I am mortified at the sexist nature in which the advert derogatorily labels men as simple. I can only imagine the endless complaints if the shoe was on the other foot by labeling the woman of the house as simple.*

*"So simple it's made for the gentlemen of the house".  
Clearly a sexist statement. It's discriminatory against men and infers they are unable to use normal cleaning products. If the gender roles were reversed women would be up in arms.*

### THE ADVERTISER'S RESPONSE

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

*As an Australian owned family business, we rely on customer feedback not only for product development, but also for marketing our products. Compared to our competitors, who are mostly large multinational conglomerates, our advertising budget is very limited, so the last thing we would like to do is pay a lot of money to produce an ad that alienates our audience in any way.*

*The Oven Power ad depicts how easy it is to clean an oven using the kit. It's time-saving, fume-free and so simple/sophisticated you don't even need to get your hands dirty.*

*We believe cleaning should be easy for all members of the household and as such we dedicate our time to creating innovative products to assist. We already know that today's men are very proactive when it comes to performing household tasks as we hear from them every day. Because many are juggling work, family life and household chores, our high percentage of male customers appreciate the fact that OzKleen products 'actually work' and are easy to use.*

*As a family owned, environmentally friendly business, we aim to impact the community in a positive way, through our products, through our environmentally friendly business practices and via our limited advertising campaigns.*

*The Oven Power ad has been designed to give people a little laugh and is not mean spirited or discriminatory in any way.*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainants' concerns that the advertisement is sexist in its suggestion that men are simple.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements 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 preference, religion, disability, mental illness or political belief.'

The Board noted that the advertisement features a man demonstrating how to use the advertised product to clean an oven and that the voiceover says, "so simple it's made for the gentleman of the house".

The Board noted it had previously dismissed similar complaints regarding the portrayal of a man who is unable to fit a child's car seat and whose wife organises their life insurance because he finds that too difficult (0504/12) In that instance the Board:

“...noted the complainants' concerns that the advertisement portrays men as unable to fit car seats or do any task unless it is easy. The Board noted that the suggestion that the man would not be able to fit a car seat is stereotypical and considered that it is presented in a manner which is mildly humorous and not negative or demeaning.”

In the current advertisement the Board noted that there is no visual footage of a man cleaning the oven or portrayed in a way that made it look like he couldn't clean the oven. The Board noted that the advertisement was intended to be humorous and was presented in a light hearted way that did not demean men or set out to make men appear inferior.

Consistent with its previous determination, the Board considered that in this instance the advertisement did not portray or depict material in a way which discriminates or vilifies a person on account of their gender.

The Board determined that the advertisement did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.