



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	<b>Case Number</b>	<b>0270/18</b>
2	<b>Advertiser</b>	<b>DPP Pharmaceuticals</b>
3	<b>Product</b>	<b>Toiletries</b>
4	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
5	<b>Date of Determination</b>	<b>06/06/2018</b>
6	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.1 - Discrimination or Vilification Race

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a man dressed in black and wearing a scuba mask appearing out of a pool and approaching a suburban home. Inside the home we see a girl washing her hands in the bathroom while her father ties his tie. A young boy is seen washing his face in the bathroom, followed by the man in black removing his scuba mask and entering the home. A woman in the bathroom places a bar of soap on the sink and leaves the room. The man in black then propels down from the ceiling reaching for the soap while a voice over states "some people will do anything to get their hands on goat soap". An animated goat then appears from the soap packaging and jumps towards the man knocking him to the ground.

## THE COMPLAINT

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

*Because it's racist. Cliched much?*



## **THE ADVERTISER'S RESPONSE**

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

*The first concept was shot in December 2017. Agency was require to conceptualise a creative idea that highlighted Goat Soap as being the 2018 Product of the Year and anyone tried anything to get their hands on Goat Soap. The idea was various family members would try and sneak around the house stalking the mum and would do anything to get their hands on Goat Soap.*

*The crescendo would be a Tom Cruise lookalike would come down on ropes from the famous "Mission Impossible" original movie and attempt to steal the soap.*

*We did not feel this was well executed by the production company nor did the client, however we all loved the Mission Impossible scene hence we tried to figure out a way we could keep this scene given we loved it and there was also a considerable amount of time and money that went into it.*

*We ended up writing creative that involved the "Mission Impossible" man who would be trying to break into the house and steal the soap and still end in the famous scene. Clearly we had to use the same actor and in no way was this meant to be racist.*

## **THE DETERMINATION**

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

The Panel noted the complainant's concern that the advertisement is racist towards Asians.

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

The Panel noted that this television advertisement is for soap. It features scenes of a man breaking in to a home to steal soap.

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

“Discrimination – unfair or less favourable treatment  
Vilification – humiliates, intimidates, incites hatred, contempt or ridicule”.

The Panel noted the complainant’s concern that the advertisement is racist as it features an Asian man committing a crime.

The Panel considered the advertiser’s response that the advertisement uses a concept from the film Mission Impossible in which the main character drops from the ceiling. The Panel noted that this is a well-known scene which would be recognisable to most members of the community. The Panel also noted the advertiser’s response stating that other scenes were showing the man attempting to reach the bathroom.

The Panel noted that the man in the advertisement is shown to be fit and clever and is a reference to a hero character, as he has come prepared with equipment such as scuba gear and a rope system to drop from the ceiling. The Panel considered that the music in the advertisement is light-hearted, there is no sense of menace or violence and the scene is unrealistic in the context of how desirable the goat milk product is.

The Panel considered that the advertisement does not depict the Asian man or Asians in general in a manner that is unfair nor in a manner that would be likely to humiliate or incite ridicule. The Panel determined that the advertisement did not discriminate against or vilify a person or section of the community on account of race and did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.

