



Case Report

1	Case Number	0460/10
2	Advertiser	Kimberly-Clark Aust Pty Ltd
3	Product	Toiletries
4	Type of Advertisement / media	TV
5	Date of Determination	10/11/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.5 - Language Use appropriate language
- 2.3 - Sex/sexuality/nudity Treat with sensitivity - Sexualization of Children

DESCRIPTION OF THE ADVERTISEMENT

A toddler (Kruz) is in a Pull-Ups branded car. He is being pushed by his posse of toilet training kids. We see our hero toilet training child (Liam) in the background colouring in. Kruz begins to sing with his posse doing the 'toilet dance' beside him, which begins with the lyrics "when you wanna do poos and wees..." We see Liam jump up from the table and indicate that he needs to go to the toilet. We cut to Kruz who shows the L and P Plates to camera. We see a close up shot of the Huggies Pull-Up and then cut to see the posse showing how the product goes up and down. Kruz sings again to camera. We see Liam run from his table to the toilet as Kruz and his posse do the Stop. Potty Time moves. We cut to Kruz showing mum the Pull-Ups website on her computer. We see Kruz showing the Toilet Training Guide. Kruz and his posse dance to the lyrics as we see Liam flush the toilet and run to mum with excitement. We end on Liam and mum celebrating success as Kruz sings the final lyrics.

THE COMPLAINT

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

I was offended by the way the children were portrayed dancing like young rappers with provocative type suggestive dance moves. I thought it was inappropriate & could be misconstrued by pedophiles.

The child singing sings about things that only a few years ago were talked about at home not in public. He sings about "potty" time and "poos" and "wees". I find this offensive when trying to eat breakfast or dinner. I don't mind the word potty but the words poos and wees is inappropriate for television. Every time the ad comes on TV I am offended.

THE ADVERTISER'S RESPONSE

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

Employees at Kimberly-Clark Australia and our advertising agencies are acutely aware of our responsibility to parents and the community at large in relation to the standard of our advertising and as such take any complaints seriously.

Regarding the issues raised in the complaint, and any issues under section 2.5 of the AANA Advertiser Code of Ethics, our response is as follows.

The use of words 'Poos' and 'Wees' researched well with toilet training mums

Prior to launching the PULL-UPS TV commercial 'Stop. Potty Time', we ran focus group research amongst 7 groups of mothers with toddlers who are currently or about to start toilet training. For each focus group, we recruited 8 mums. This study was conducted by an independent research agency Emjay Research Consultants (Sydney).

In this research, a number of different concepts in animation style were evaluated by these mums with toilet training toddlers.

The concept 'Stop. Potty Time' was one that delivered the strongest consumer response due to it being very engaging and memorable. Mums did not find the language of 'poos and wees' offensive. In fact, the use of the language 'wees and poos' was seen as an important part of this concept. Our research consultants found that mothers believed the advertisement would catch the target audience's attention, and inspire the adoption of toilet training practices as depicted in the advertisement.

This research demonstrated that the use of the words 'wees and poos' actually promote the objective of section 2.5 of the AANA Advertiser Code of Ethics, as this wording is 'appropriate in the circumstances' to convey the message of toilet training being emphasised in the TVC.

Based on the findings of this research, we produced the final TV commercial with the words 'poos and wees' in the lyrics as it is reflective of the language mums and toilet training kids use.

The words 'Poo' and 'Wee' are common practice in toilet training literature

Toilet training is a complex process for a child who is learning. Much toilet training literature (online, reference books and toilet training storyboards) will cite that in order for a child to understand what is happening to their bodies, parents need to talk about toilet training and bodily functions to make the process less daunting for the child.

While we can use a generic term like 'potty' (as suggested by complainant), for a child, it is important to make the distinction between urination and bowel movement to enable the child to differentiate between the two skills. It is common practice to use friendlier language like 'poos' and 'wees'. It's important to note that children do not learn both of these skills at the same time, so the use of the generic term 'potty' is not appropriate.

There are various parenting websites which promote the use of the words 'poos' and 'wees' during toilet training, such as:

1. Website google search rank #2 for 'toilet training':
<http://www.cyh.com/HealthTopics/HealthTopicDetails.aspx?p=114&np=122&id=1837>.
www.cyh.com is a South Australian based website developed with Women's and Children's Hospital with the objective to promote the health, well-being and development of children, young people and families.
This site advises: 'Teach your child the words needed for toilet training, such as wet, dry, wee, poo, it's coming. Choose words that you are comfortable with.'
The use of the words 'wee' and 'poo' is also widespread across other areas of the website.
Website google search rank #1 for 'toilet training':
http://raisingchildren.net.au/articles/toilet_training.html.
www.raisingchildren.net.au is a website supported by Australian Government and offers up-to-date, research-based material on more than 800 topics spanning child development, behaviour, health, nutrition and fitness, play and learning, connecting and communicating, sleep and safety. It covers newborns (0-3 months), babies (3-12 months), toddlers (1-3 years), preschoolers (3-5 years) and school-age children.
Use of the words 'poos' and 'wees' is widespread across the website.
CAD Approval
As you are aware, CAD check all material prior to going to air and provide classification criteria and the compliance requirements which advertisers should consider, to ensure the commercials comply with legal and regulatory requirements. As part of the process our commercial was checked at script stage prior to production and as a final commercial. This commercial was approved by CAD. The CAD reference number is GSYETCA.
Kimberly-Clark Australia markets numerous products that are used in the care of children and maintains the highest standards possible in promoting those products. We are serious about being a responsible corporate citizen and are always mindful that our advertising, or any other communication, should be acceptable to community standards.
We believe that the TVC complies with the AANA Advertiser Code of Ethics.

THE DETERMINATION

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

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

The Board considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone".

The Board noted the complainants' concerns that the advertisement features children performing provocative dance moves, and uses language which is offensive.

The Board noted the children in the advertisement are all clothed: the toddler singing the song is wearing pants, t-shirt and vest top, and the other toddlers are wearing Pull-Ups and t-shirts. The Board considered that most reasonable members of the community would agree

that this is normal clothing attire for toddlers and that their dancing is not provocative or sexualised.

The Board determined that the advertisement is not sexualised or inappropriate and does not breach section 2.3 of the Code.

The Board then considered whether the advertisement was in breach of section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided.”

The Board noted that this advertisement features a toddler performing a rap style song about using Huggies Pull-Ups and the words ‘poos’ and ‘wees’ are used. The Board considered that these words are relevant to the product being advertised and that they are words commonly used in households across Australia.

The Board considered that most people would not consider the words ‘poos’ and ‘wees’ to be strong or obscene, and determined that the advertisement did not breach section 2.5 of the Code.

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