



## **CASE REPORT**

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| 1. Complaint reference number | 1/06  |
| 2. Advertiser                 | Reckitt Benckiser Aust Pty Ltd (Pea Beu One Shot) |
| 3. Product                    | Housegoods/services                               |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Violence Cruelty to animals – section 2.2         |
| 6. Date of determination      | Tuesday, 14 February 2006                         |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement is set in a laboratory and features a man in a white coat with two paper cups each covering a cockroach. The man sprays one cockroach with ordinary fly spray and covers it, then sprays the other with Pea Beu's One Stop and also covers it. Both cups move a bit and stop, then only the cup covering the fly spray cockroach continues to move across the table. The man uncovers the cockroach which was sprayed with Pea Beu and we see it is already dying. The cup covering the fly spray cockroach moves further away and the man squashes the cup (and presumably the cockroach) with his hand. A can of Pea Beu is then shown with the fly spray cup moving across the background.

## **THE COMPLAINT**

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

*I feel this is inappropriate, especially to those who value ALL life (complainant's emphasis). I happen to enjoy bugs and see it offensive for this advert to be displayed on TV.*

*Buddists believe in the right to life for all creatures. This commercial is cruel and inhumane.*

## **THE ADVERTISER'S RESPONSE**

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

*We were concerned to hear about the distress of the complainant...and apologise sincerely. The commercial was designed to inform consumers about the effectiveness of the product – a product that has been available in Australia for many years. The complainant's comments will definitely be passed on to our Marketing Department.*

## **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 complainant's concern about the depiction of violence towards an insect. The Board considered that in the context of the product advertised (cockroach spray) that the portrayal of the effectiveness of the product was justifiable.

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