



CASE REPORT

1. Complaint reference number	101/02
2. Advertiser	LG International (Super-Enz Laundry Detergent)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 May 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on an adult male walking from behind a washing machine. Addressing the camera, he says: “How hard can it be throwing some clothes into a washing machine and switching it on?” As the scene dissolves to one where the man is being chased by a group of women, a female voice-over says: “Those clever people at LG have developed Super-Enz, a laundry detergent that is so technologically advanced, so easy to use, a man *could* do the laundry.” Following a close-up of a product pack, the advertisement concludes with a shot of the man featured early now disheveled, evidently from his encounter with the group of women from whom he had been running.

THE COMPLAINT

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

“Surely this can’t be right? If find this rather sexist. If there was a car ad that said ‘Even a woman could fix it.’ Imagine the uproar.

“All campaigns are demographic in nature...but when a particular section of society is vilified in the process then the practice in reality becomes absolutely unacceptable.”

THE DETERMINATION

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

The Board considered that while some people might regard one reference in the advertisement to be sexist, the majority would find it humorous.

It determined that, under prevailing community standards, the content of the advertisement did not constitute a contravention of the Code in relation to the portrayal of people, and that the communication did not otherwise offend against the Code.

Accordingly, the complaint was dismissed.