



CASE REPORT

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| 1. Complaint reference number | 101/98 |
| 2. Advertiser | John Deere Ltd (Homelite Blowervac) |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 11 August 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement shows a photograph of the 'Blowervac' (a vacuum system designed for outdoors/garden). The words, 'More Reliable than a Man', are superimposed on the photograph. Underneath the photograph is some additional text providing information on the product. This text includes the following, 'When it's time to clean up those autumn leaves, there's one thing you know you can rely on...' and 'It's a partner you can rely on.'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'Although promoting a garden vacuum system namely a Homelite Blowervac (the advertisement) is denigrating men. If other advertisements such as faster than a man, quieter, more efficient, less trouble, more satisfying etc. are produced this would have a brainwashing effect so that men would be perceived to be less adequate.'

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 was of the opinion that the advertisement did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.