



CASE REPORT

1. Complaint reference number	11/03
2. Advertiser	Reckitt Benckiser (Aust) Pty Ltd (Mortein)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 11 February 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is in animated form and depicts ‘Louie the Fly’. He is seen to fly towards a closed window and says: “Hey you in there...Na not you kid. I’m talking to you flies and mozzies.Mortein has insect-seeking technology. This is how it works—Mortein has statically controlled particles that are attracted to you guys ...see...You can’t escape.” A hand holding a can of Mortein reaches close to ‘Louie’ and he says: “ Oh No, Geez I hate Mortein.” The final image depicts a can of Mortein with the text-supported voice-over: “More Smart. More Safe. Mortein.”

THE COMPLAINT

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

“...this use of the diminutive of Jesus is blasphemous, contrary to my Christian belief system and deeply disturbing...”

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 noted the advertiser’s advice that “Geez” was intended to be a shortened version of “Gee Whiz”, and did not accept the complainant’s view that, under prevailing community standards, this use of language contravened the Code.

The Board further found that the advertising material did not contravene any other provisions of the Code, and accordingly dismissed the complaint.