



CASE REPORT

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| 1. Complaint reference number | 110/08 |
| 2. Advertiser | Puratap Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Violence Domestic violence – section 2.2 |
| 6. Date of determination | Wednesday, 9 April 2008 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a female voice describing what action she took to convince a male to install Puratap, interspersed with the noise of him being hit with a metal object. Dialogue runs: (CLANK - "Ouch" CLANK "Oowwww") as the female explains "We've been banging on about it for years...(CLANK - "Ohhhhh") But, strangely, this man still didn't know. (CLANK CLANK - "Ahhhhhh") So, we're beating him over the head with it (man whimpers "Please don't." CLANK - "Ouch") Puratap is the best water purifier you can get...got it? (man whimpers "yes"). The woman continues "Lucky. Puratap's really well made. You would have broken before it did...see? (CLANK - "Oowwww") So, to get a Puratap installed..." The male responds weakly "Phone 1 double 3...5 0 2." and the female praises "Well done" (CLANK - "Hey?"). She explains "Sorry. Accident. It slipped."

THE COMPLAINT

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

I object to the ad as it has blatant violent overtones towards males. Everyone decries violence of males against women, for good reason & i in no way support violence against women, but why should violence against men be acceptable? There is no comic value whatsoever in this advertisement, therefore i feel it should be removed from the airwaves.

THE ADVERTISER'S RESPONSE

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

Puratap has been advertising through radio, television and printed media for almost ten years. Our annual advertising costs are in excess of \$1,000,000. We have always been careful and sensitive to the public's perceptions and feelings. Puratap in no way condones violence of any type and would never put an ad to air that we thought would harm or offend anyone.

The ad in question is obviously light hearted and is trying to communicate the strength of the product in a novel and humorous way. We are trying to plant the seed in the consumers' minds that strength of the product is a major consideration when purchasing a water purifier. Our product is uniquely strong and we were hoping the ad would prompt the consumer to ask questions about strength when purchasing.

Anyone who I have asked for their opinion on the ad have seen it as funny and did not see it as promoting violence against males due to the obvious difference between a male's strength and a female's strength.

We did however withdraw the ad after we received the formal complaint.

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 that Section 2.2 of the Code requires that violence not be presented unless it is justifiable in the context of the product or service advertised.

The Board listened to the advertisement and noted the repeated sound of a man being hit with an object and his expressions of distress. The sound effect suggested that the object was heavy and inflicting pain on the victim.

The Board considered that the sound effects were realistic and were not humorous nor could they be considered a cartoon depiction of violence. The Board noted that the advertiser's response indicated that the advertisement was seeking to demonstrate the unique strength of the product but felt this message was not clear. The Board determined that the use of violence was not justifiable in the context of the product being advertised.

The Board noted that the advertiser had voluntarily withdrawn the advertisement on receipt of the complaint and that the advertiser did not intend to use the advertisement again. However the Board determined that the advertisement did depict violence in a manner that contravened Section 2.2 of the Code.

Finding that the advertisement did breach the Code, the Board upheld the complaint.

ADVERTISER'S RESPONSE TO THE DETERMINATION

Comments which the advertiser made in response to the determination regarding this advertisement included the following:

The advertisement has been withdrawn due to complaints.