



CASE REPORT

1. Complaint reference number	115/01
2. Advertiser	Bayer Australia Ltd (Racumin Paste)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6 Other - Miscellaneous
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens with a caption accompanied by a female scream and voiceover asking ‘Thinking of a toilet break?’ ahead of a visual showing a rat emerging from a toilet S-bend and later eating food in a pantry. After stating that rodents do not always consume sufficient poison bait to kill them, an announcer’s voice describes Racumin paste as ‘the blue delicacy even the fussiest rats and mice find irresistible.’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘I feel this ad is frightening to young children and also the timeslot of 8.30am (breakfast time) is totally unacceptable. In fact the ad is disgusting.’

‘This has disturbed my 7-year-old daughter, greatly. She wishes to request the following:- Please take it off. It makes me feel scared when I go to the toilet and when I go to bed, because I am scared the rat will come out of the toilet and into my bedroom.’

‘I find this ad to be incredibly offensive and could prove detrimental to some children’s progress of toilet training.’

‘I do not consider this suitable viewing at a time when little children are preparing for dinner and I consider it offensive myself.’

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 determined that the content of this advertisement did not contravene the Health & Safety provisions of the Code and that it did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.