



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 12/01 |
| 2. Advertiser | Carter Holt Harvey Tissue Aust Pty Ltd (Wet Handee Clean-ups) |
| 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, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays, at a kitchen table, a man eating with his fingers and a girl using cutlery. The man spills food on himself and his place mat as he eats, while the girl eats tidily. Noticing this difference, he changes places with the girl and, when a woman comes to clean the area with the product, he shakes his head as he looks at the mess. The woman admonishes the girl, 'Oh, what a mess'. The girl looks at the man with a piqued expression, while he smiles knowingly. The advertisement concludes with a shot of the product (and Handee Ultra) and text, 'Throw away the germs when you throw away the mess', as a voiceover says, 'New Wet Handee Clean-Ups. Perfect for any sticky situation.'

THE COMPLAINT

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

'..... this is not good for relationship of grandfather and granddaughter (sic).'

'If this isn't a form of child-abuse? – What is it? (sic). Children should be able to trust adults.'

THE DETERMINATION

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

The Board was of the view that the intent of the advertisement was to present a situation in a lighthearted, humorous way and that the material within the advertisement did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.