



## **CASE REPORT**

1. Complaint reference number	123/07
2. Advertiser	SC Johnson & Son Pty Ltd (Glade Touch 'n' Fresh)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 May 2007
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a young boy sitting on a toilet waving his hand to disperse an unpleasant smell and in his mind he voices "Phew - it stinks!". He looks towards a Touch & Fresh dispenser on the wall, but finds it's empty. In despair, he rests his chin on his hand and sulks. We see the boy's mother approaching the bathroom door and asking "What's happening darling?" to which the boy replies "It's all gone". When she asks what he means, she sees a piece of toilet paper pushed under the bathroom door, with a drawing of the empty Touch & Fresh dispenser. The next scene shows the mother having replaced the empty dispenser with a new one, and she and the boy are smiling.

## **THE COMPLAINT**

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

*...a young boy sitting on a toilet, which I consider to be an offensive way to depict a child.*

## **THE ADVERTISER'S RESPONSE**

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

*The Glade Clean & Pure Touch & Fresh commercial first aired in Australia over 3 years ago. Prior to the commercial being aired it was reviewed and approved by our internal legal departments.*

*Our commercials are filmed in accordance with the very strict laws protecting children in the Australian film industry. Please note that children are accompanied by legal guardians at all times during the filming of commercials and are unable to take part in any acting roles without the consent of a parent or legal guardian.*

## **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 the advertised product is a toilet deodoriser and that it is reasonable to expect some depictions of toilets in an advertisement for this product. The Board noted the complainant's concern about the depiction of a child on a toilet. The Board considered that the advertisement's depiction of a person on a toilet and references to smell in the toilet were relatively mild considering the product being advertised. The Board considered that the advertisement was unlikely to be thought offensive or disgusting by most members of the community.

The Board also considered the use of images of a child on the toilet. The Board considered that the images of the child were discrete, there was no nudity or inappropriate use of the child. The Board considered that most members of the community would not be concerned about the legitimate use of a child in an advertisement.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.