



## **CASE REPORT**

1. Complaint reference number	129/99
2. Advertiser	Cynamid Agriculture Pty Ltd (Stomp herbicide)
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows a man (the store owner) seated behind the counter of a general store. The door to the store door opens and footsteps can be heard but we cannot see anyone actually entering. The store owner then looks over the counter where he sees a little boy. The little boy says, ‘My dad wants that better triaafll ...triflanazin...’ The store owner asks, ‘Trifluaralin?’ to which the little boy’s reply includes the following: ‘Yeah ! the effective pre-emergence herbicide...That’s really stable and tremendously flexible so you can apply right up to sowing ....Which his another reason he wants that better Trifulz...trilufer...’ The store owner reaches below the counter and produces a pack of ‘Stomp’. The little boy says, ‘Stomp?’ and the store owner says, ‘Stomp! It’s as easy to use as it is to say.’

## **THE COMPLAINT**

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

*‘...Our organisation finds it very irresponsible for a company to produce an advertisement which indicates that a child is sent to purchase poisonous chemicals, and furthermore is talked into purchasing a different product... While the use of agricultural chemicals is acknowledged in some respects as a necessary part of farming, extreme care should be taken when promoting any such products and under no circumstances should children be associated with their use.’*

## **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 point (response dated 19 April 1999) that there is ‘absolutely no suggestion in the commercial that the boy would handle or use the STOMP herbicide’ and its advice that the advertisement was ‘targetted at an adult audience’ and that ‘the vast majority of spots have in fact been aired in appropriate programmes during PG and M/MA times.’ The Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach the Code on this ground

The Board was satisfied that the advertisement did not breach the Code on any other ground and dismissed the complaint.