



CASE REPORT

1. Complaint reference number	135/07
2. Advertiser	Reckitt Benckiser Aust Pty Ltd (Nurofen Infant Drops)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 8 May 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is in the series of "Zoot Reviews" and features actress Georgie Parker interviewing Andrew and Jacquie Daddo at home about Nurofen For Children Infant Drops. The convenience of the measured dose bottle is mentioned in Andrew's comment "I love the dosing device. It's simple and you get the perfect measurement every time. It's Dad proof, fool proof, middle of the night proof."

THE COMPLAINT

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

By describing the product as "Dad-proof" when illustrating the ease of opening and dispensing the medication. This advertisement is derogatory toward males in asserting they are less able to open "child proof" bottles and dispense medications than females. I know this is supposedly "tongue in cheek", but frankly I am sick of seeing males put down in this manner.

THE ADVERTISER'S RESPONSE

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

This TVC is certainly not intended to be derogatory to males. The term "dad-proof" is simply a light-hearted way to describe the simplicity of using the product - a key benefit for consumers and a key point of difference vs our competitors (ie. the Nurofen dosing device is unique) . It's a phrase that is appreciated by mums (the target audience for this commercial) because mums are typically the primary care-givers for young children.

In fact, the "dad-proof" line was not actually scripted prior to filming. Andrew Daddo (the talent in the advertisement) came up with this line himself during the filmed interview - which was then edited into the TVC.

It seems the complaint below might be based on the result of seeing many different ads, rather than from this TVC alone. However, we are sorry if we have offended this particular consumer and we will certainly take their sentiments into account when developing future advertising.

This THE DETERMINATION

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

The Board considered whether this advertisement portrayed or appealed to people in a manner that

discriminated against or vilified fathers/men. The Board noted that the specific dialogue in the advertisement was unscripted. In considering this advertisement the Board noted that it would be useful for advertisements to reflect the increasingly shared role of both mothers and fathers in household matters, particularly those involving children. By referring to the product being 'dad proof' the Board considered that the advertisement did not discriminate against men rather that it reflected the advertiser's target audience. The Board agreed that it was for the advertiser to decide on its target audience and to design an advertisement to reach that target audience. The Board formed the view that in the context of prevailing community standards, the majority of people would not find the advertisement offensive.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.