



## CASE REPORT

1. Complaint reference number	142/05
2. Advertiser	Reckitt Benckiser (Aust) Pty Ltd (Napisan)
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, 14 June 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement for NapiSan is executed in the style of the Charlies' Angels television programme. Three women in pink jump suits enter a modest family home and proceed to show the homeowner the cleaning power of NapiSan OxyAction Max by cleaning dirty clothes in the woman's kitchen.

## THE COMPLAINT

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

*"... This advertisement is discriminatory on the grounds that it takes the role of 3 female detectives and lowers them down to wash maidens. ... It seems indicative in this society to "bring down to size" every successful female and somehow "bring them back to domestic servitude" no matter how hard they try and usurp the role ... (sic)"*

## THE ADVERTISER'S RESPONSE

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

*"... The commercial does not aim in any way to be discriminatory. Indeed quite the opposite could be said."*

*"We wanted to establish our NapiSan Pink Team as "saviours" in the world of tough stain removal. We were merely attempting to dramatise the assertive and dynamic personalities of these women in helping to solve a stain challenge to match the personality of our brand, not "lower them down to wash maidens"."*

*"... Women clearly identified with the concept ... They asked us to remove or reduce the role of the caring male Jon Harker as it wasn't realistic ..."*

## 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 advertisement adopted a playful tone and included readily recognisable and strong references to the Charlies' Angels TV programme. The Board also considered that the approach by the advertiser was a reversal of its previous approaches which focused on a man providing cleaning advice to women in the home. The Board considered that the advertisement was based on strong pop culture references and that viewers were likely to understand this when viewing the advertisement. The Board did not consider the advertisement to discriminate against women or

treat them in a derogatory manner.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

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