



CASE REPORT

1. Complaint reference number	153/00
2. Advertiser	Kimberly-Clark Aust Pty Ltd (Huggies Ultra Dry)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a man, a child's sock appended to each ear, playing with a baby. A woman enters the room and asks the man, 'OK, big ears, can you change her?' 'Yeah, sure, in a minute', he replies. 'Now, sweetie,' she says, and leaves the room. The man feels the baby's bottom, re-fastens the nappy and continues to play with her. The woman returns. 'So, did you change her?' she asks. 'No need to. She was dry', he replies. 'Oh, sure, big ears', she says, taking the baby. 'Seriously, when I felt her, she was dry', he responds. 'She's dry, but the nappy's full', says the woman, handing the nappy to the man. 'What a silly Daddy', she says to the gurgling infant.

THE COMPLAINT

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

'Women are looking more and more for assistance in the home, from men, and so I would suggest you set a standard of encouragement and praise in your ads rather than a smug deliverance, which is very off putting.perhaps if the roles in this were reversed, there would be howls of dismay from the female population, crying "unfair" and "sexist".'

'Discrimination against the father being called "Big Ears"'.

THE DETERMINATION

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

The Board was of the view that the remarks of the woman within the advertisement were affectionately delivered and did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.