



CASE REPORT

1. Complaint reference number	172/99
2. Advertiser	Du Pont (Aust) Ltd (Luxura Carpet)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a young child in a high chair, eating from an aeroplane shaped food tray. As the sound of an air-traffic controller can be heard in the background, the child throws the tray into the air and a number of slow motion, close up shots are shown of the food and drink landing on the carpet. A voiceover says 'Introducing Du Pont Luxura. A luxury carpet enhanced with Teflon. Food and spills clean right off, so now your carpet stays cleaner longer.' A hand is then shown wiping the carpet clean with a sponge. The voiceover continues 'Du Pont Luxura – the carpet enhanced with Teflon, so the luxury lives on and on.' In the final scene, the child is shown again, this time with a racing car shaped food tray and with engine revving noises in the background. The advertisement concludes just as the child pushes the tray off the high chair.

THE COMPLAINT

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

"Accidents happen, but the Du Pont ad shows it being done on purpose and stating it's O.K. to do so. It is not!"

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 determined that the actions of the child depicted in the advertisement would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.