



CASE REPORT

1. Complaint reference number	173/03
2. Advertiser	Colgate-Palmolive Pty Ltd (Triple Action Toothbrush)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a young boy kissing a framed photograph as a background song relates: “Jamie’s in love, he wants fresh breath. Colgate Triple Action.” His father is shown dancing through his preparations for work to the words: “Dad starts a new job he wants white teeth. Colgate Triple Action.” A young girl is shown looking in a mirror and smiling at the camera to the words: “Emma’s got a new tooth, she needs anti-cavity protection. Colgate Triple Action.” Her mother then appears holding a pack of Triple Action Toothpaste to the words: “Mom’s got what they need, Colgate Triple Action.” The action continues with members of the family looking at a representation of the product to the words: “Freshens your breath and leaves your teeth white, protects you from cavities. Mom trusts in Colgate Triple Action. Freshness, Whitening and Protection.” The advertisement ends on a representation of the product on screen with a caption reading: ‘Freshness, Whitening and Protection.’

THE COMPLAINT

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

“...you see the Housewife (Stereotyped) running around after her family, but never actually using the product itself. (Which implies that it’s too good for her to use, not belying the fact that once again, a woman’s role in life is only to serve her family).” (Complainant’s capitalisation).

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 submission that: ‘Women tend to be the primary caregivers in our society and this advertisement reflects this fact.’

Reaching a determination that the content of this advertisement did not constitute discrimination and/or vilification as represented in the Code, and that it did not offend any other provisions of the Code, the Board dismissed the complaint.