



CASE REPORT

1. Complaint reference number	173/05
2. Advertiser	ABC Tissues Products Pty Ltd (Quilton Toilet Paper)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5 Other - Social values
6. Date of determination	Sunday, 12 June 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement depicts a young child (designed to represent Cupid) sitting on a cloud holding a cartoon-like bow and arrow. The following scenes in the advertisement begin as high aerial shots of people walking through a park. The camera then zooms in to those people's bottoms. Each of the characters in the advertisement are shown to recoil slightly when they supposedly feel the strike of Cupid's arrow on their bottoms. The young child representing Cupid is shown to laugh and clap its hands as the arrows find their mark. The final scene in the advertisement depicts the young child sitting with a packet of Quilton toilet paper. The voiceover reads "*Soft and smooth. Quilton 3 ply toilet tissue – loves your bum*".

THE COMPLAINT

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

"... These types of adverts cause children and adults to pass comments that are inappropriate..."

THE ADVERTISER'S RESPONSE

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

"... The TVC is entirely relevant to the subject matter – toilet paper – and uses language which is appropriate to the circumstances..."

THE DETERMINATION

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

The Board was of the opinion that in the context of prevailing community standards the majority of people would not find this advertisement offensive. The Board considered that the advertisement was relevant to the product that it was promoting and that the visuals and language employed in the advertisement were not inappropriate in any way.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (social values) nor did it contravene the provisions of the Code relating to language.

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