



CASE REPORT

1. Complaint reference number	176/01
2. Advertiser	S. C. Johnson & Son Pty Ltd (Duck Toilet Cleaner - brush free)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a group of women looking into a toilet. One of the women says “You mean I don’t have to touch it?” and another asks “No rubber gloves, no dripping brush?” A third woman says “Over a month without a scrub. Wow!” Over an image of the product, an announcer’s voice says “Introducing Duck Brush Free with Germinex, the new way to keep your toilet clean.” Following a demonstration of the use of the product, one of the women in the group seen earlier looking into the toilet says “Looks like we’ll never be in this position again.” The advertisement ends with an image of the product and a caption reading “A spray a day keeps the brush away.”

THE COMPLAINT

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

“I am absolutely appalled and offended by this advertisement. I believe it to be blatantly sexist. It depicts women as being the toilet cleaners in the household. If there were men and women in this advertisement I wouldn’t have a problem... Every time I am subject to this it makes me furious. I work in a male dominated environment and there are rules to protect me in that environment if needed and it would be nice to see such ‘rules’ reflected on the television.”

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 determined that the advertisement did not breach the Code in relation to discrimination/vilification or on any other grounds. Accordingly, the complaint was dismissed.