



CASE REPORT

1. Complaint reference number	184/05
2. Advertiser	Alberto Culver (Australia Pty Ltd) (TRESemme) Deferred from July 2005
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 August 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set in the aisle of a supermarket. A young woman is shown to select a bottle of TRESemmé hair product from the shelf. As she does so, Ricardo (a flamboyant hairdresser who is known for his role in the UK reality show “The Salon”) enters the shopping aisle. He says: “Excuse me, that’s not for you. That’s only for professionals.” The pair engage in a struggle for the bottle of shampoo. Ricardo wins the struggle, throws the bottle of shampoo into the next aisle and proceeds to collect the remaining bottles of TRESemmé hair products for himself. The final scene in the advertisement shows Ricardo walking down the aisle with a full shopping basket of TRESemmé hair products. The voiceover states: “TRESemmé. The product of professional hairdressers is now available without the salon price tags.”

THE COMPLAINT

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

“... My reaction to viewing this ad for the first time was shock at the coldness and bullying nature of its content. This ad shows abuse in three forms, verbal, physical and emotional/intimidation and isn’t the kind of thing that I would expect from the advertising industry in this age of awareness - to show harassment and abuse in all forms....”

THE ADVERTISER’S RESPONSE

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

“... The struggle between Ricardo and the other shopper is deliberately and obviously exaggerated and is a parody of the struggles that occur between shoppers in real life, particularly when sales are on. We certainly do not believe that it shows verbal, physical or emotional abuse nor do we believe that it is “cold” or “bullying” in nature, as is alleged by the complainant. To the contrary, the advertisement is deliberately comical...”

THE DETERMINATION

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

The Board considered that the scenes in the advertisement did not depict any overt violence. Whilst the characters were shown to engage in a struggle, neither character was shown to be in pain or to sustain any injuries. The Board was of the view that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

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