



CASE REPORT

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| 1. Complaint reference number | 185/04 |
| 2. Advertiser | SCA Hygiene Australasia (Handee Paper Towels) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 August 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts the Handee Paper Towel asking a toy robot to deliberately trip over the lady in the kitchen. The robot trips the lady over whilst she is carrying a tray which creates a mess for the lady to clean up with Handee Paper Towels. The robot is then seen carrying a Barbie doll as his ‘reward’ and he knocks her head against the wall by accident. The tagline is “Handee Ultra loves a mess”.

THE COMPLAINT

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

“With the current Federal Government move to educate/warn the community about the crime of sexual abuse and violence against women, this advertisement is contrary to the messages presented in the recent Federal Government advertisements and publications sent to every household.”

THE ADVERTISER’S RESPONSE

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

“The tone of the ad is light-hearted humour, by no means is it meant to solicit a negative reflection on our woman character or women in general.”

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification and portrayal of sex/sexuality/nudity.

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