



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 196/02  |
| 2. Advertiser                 | Reckitt Benckiser (Aust) Pty Ltd (Harpic)           |
| 3. Product                    | Housegoods/services                                 |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Monday, 12 August 2002                              |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement portrays a domestic scene where the father plays with two young children as the wife addresses the camera about toilet cleaning, then saying (in reference to her husband): “Darryn here is really strong,” adding: “and a bit thick.” Then, returning to the topic of toilet cleaning: “But not as strong or as thick as this stuff. It’s new Harpic Powerons Gel.” Following the woman’s description and demonstration of the product, the advertisement ends with her saying: “So don’t send in Darryn. Send in the experts,” with a graphic repeating the ‘Send in the experts’ line underneath Harpic signage on a toilet seat.

## **THE COMPLAINT**

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

*“I object to the sentiments expressed by this ad... Time and again we see ads that portray men as well-meaning but essentially under performing individuals as seen by women, be it their wives, girlfriends or mothers or even their children.”*

## **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 within the context of prevailing community standards, this advertisement did not contravene the Code in relation to the portrayal of people.

It further determined that the material presented did not breach any other provision of the Code and consequently dismissed the complaint.