



## **CASE REPORT**

1. Complaint reference number	20/01
2. Advertiser	Reckitt Benckiser (Aust) Pty Ltd (Pine O Clean)
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, 13 February 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a family at home. Text is superimposed to coincide with a voiceover which begins, 'Pine O Clean presents the Facts of Life. Fact: Sometimes getting clean is a dirty business.' Two boys run from a bathroom and a woman enters and sees a dirty basin which she cleans with the product. The boys go to the kitchen and messily prepare hot dogs as the voiceover continues: 'Fact: Boys who eat nothing from their plate will eat anything from the floor.' The woman enters the kitchen, shrugs resignedly, then cleans (with the product) the residue of food on the bench top, a cupboard door and the floor. 'Fact: No other multi-purpose spray powers through grease and kills germs better than new Pine O Clean multi-purpose.' As she surveys the clean kitchen, she smiles. A man is seen also preparing a hot dog and spills sauce on just-cleaned surfaces. The woman nods indulgently as the voiceover concludes, 'Fact: Boys will always be boys. Fact. That's why we say, "It's not clean unless it's Pine O Clean". With two great fresh fragrances.' The advertisement concludes with a still of the products on a kitchen bench top.

## **THE COMPLAINT**

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

*'This advertisement is glaringly sexist and offensive as it encourages, condones and justifies a situation in which a woman is expected to be a slave to the boys/men in her household. This is not a healthy image for this country in this day and age .....*

*'For goodness sake, this is 2001 – inject equality into the Household Products advertising arena.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board, while appreciating the points of view expressed by the complainants, was of the view that the material within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.