



## **CASE REPORT**

1. Complaint reference number	201/01
2. Advertiser	Seven Network Ltd (i7)
3. Product	Information Technology
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

One of a series, this television advertisement opens on a domestic bathroom scene where a woman is seen to be scrubbing a toilet. On completion of the task, she flushes the toilet and is shown to return the toothbrush she has been using to a cup labeled ‘His’ as a voice says “Maybe it’s time for a heart-to-heart, at heartstrings.com.”

## **THE COMPLAINT**

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

*“The inference was that she had just cleaned the toilet bowl with his toothbrush. I find this offensive and unsuitable for television. It appalled me that it should be shown in family viewing time.”*

## **THE DETERMINATION**

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

Noting the obvious humour in the advertisement, the Board determined that it did not constitute a breach of the Code’s provisions relating to discrimination/

vilification or health & safety. It further found that the material did not contravene the Code on any other grounds and dismissed the complaint accordingly.