



## **CASE REPORT**

1. Complaint reference number	209/00
2. Advertiser	Rentlo
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a man at a kitchen sink washing dishes. A second man enters and the first says, ‘G’day mate’. The second, as he sorts mail, replies, ‘Yeah. I was wondering when you’d get round to doing those.’ The first responds, ‘Yeah, well, thought I’d do everything at once.’ The second man leaves the room, and the first takes underpants from the sink, squeezes and sniffs them. He then pegs them to a dish drainer.

## **THE COMPLAINT**

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

*‘I think (this sends) a very poor message about hygiene .....’*

## **THE DETERMINATION**

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

The Board determined, given the contextual humour of the advertisement, that the material within it did not contravene prevailing community standards on Health and Safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.