



## **CASE REPORT**

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| 1. Complaint reference number | 222/04                                   |
| 2. Advertiser                 | SC Johnson & Son Pty Ltd (Glade)         |
| 3. Product                    | Housegoods/services                      |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Violence Domestic violence – section 2.2 |
| 6. Date of determination      | Tuesday, 14 September 2004               |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features a husband and wife in different parts of the house and the wife is talking about Glade Clean and Pures features. When the male is not concentrating on looking at the camera, the wife slaps him on the chest and stomach to get his attention.

## **THE COMPLAINT**

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

*“Our attitudes to physical violence against women is well known but there is also a growing knowledge that men are also the recipients of domestic violence. I can see no humour in a woman smacking a husband as I am sure this ad is meant to portray.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The husband is used to communicate in a humorous way the fact that this is not a ‘high involvement’ shopping category for males.”*

*“In no way does the ad demonstrate domestic violence. The wife taps the husband to get his attention, not to harm him in any way.”*

## **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 violence.

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