



CASE REPORT

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| 1. Complaint reference number | 227/01 |
| 2. Advertiser | Reece Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 September 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a bathroom scene where a balding man is arranging his hair as a caption appears reading “The Beauty Salon, Wollongong NSW.” The next scene shows a couple watching television in a shared bath, with a caption reading “The Lounge Room, Richmond VIC,” and the following scene shows two people standing alongside an outside toilet with a caption reading “The Outhouse, Kalgoorlie WA.” The subsequent scene shows a young girl checking her reflection in a bathroom mirror as she puckers her lips. The caption reads “The Rehearsal Room, Adelaide SA.” A scene portraying a couple singing while sharing a shower is accompanied by a caption reading “The Concert Hall, Templestowe, VIC,” and a scene showing a young boy being led to school toilet carries the caption “The Training Room, Darwin NT .” A final scene shows a man reading a book while sitting on a toilet with the caption “The Library, Albion QLD.” The advertisement closes with a graphic and announcer’s voice saying “reece, part of every great Australian bathroom.”

THE COMPLAINT

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

“...a man fully shown sitting on a toilet... Where does good taste come into it? What will be next? Enough is enough.”

“Where are your standards slipping to?? Why don’t we see a woman sitting on a toilet??”

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 there were no grounds for finding the advertisement in contravention of the Code in relation to the portrayal of sex/sexuality/nudity or discrimination/vilification. Further, it found that the material did not breach any provisions of the Code and, accordingly, the complaint was dismissed.