



CASE REPORT

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| 1. Complaint reference number | 229/00 |
| 2. Advertiser | Amazing Clean |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 August 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is set to bagpipe music, uses a Scots accent voiceover and opens with the question, as text, ‘Why should you clean your blinds and drapes?’ The advertisement then gives five reasons in text and voiceover, depicting shots of the cleaning service in operation. The advertisement concludes with an (Amazing Clean) van arriving at a house. Included in the final voiceover is: ‘They’ll get all ya little nasties, ya wee mites, ya dirty little suckers, ya parasites, that’ll fix ya.’

THE COMPLAINT

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

‘I know that the letters “f” and “s” sound similar possibly the person’s diction and enunciation could be improved.’

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 that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.