



## **CASE REPORT**

1. Complaint reference number	25/02
2. Advertiser	Experko (Deeko Serviettes)
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, 12 February 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a birthday celebration, at which a boy attempts to recite a newly-learned rhyme to his grandmother. He says, ‘A boy stood on the burning deck, his pocket full of crackers. One fell down his trouser leg and blew of both his .....’ His recitation is truncated by his mother’s placing the product over his mouth. The advertisement concludes with the graphic, ‘Deeko for “every” occasion’.

## **THE COMPLAINT**

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

*‘..... the word (knackers) can still be heard ..... Suppose some other children hear that.’*

*‘I think it is most disgusting and should be taken off the TV.’*

## **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, on the basis of prevailing community standards, the advertisement did not contravene the Code in relation to the use of language.

It further determined that the material did not breach any other provision of the Code and, accordingly, the complaint was dismissed.