



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 280/99 |
| 2. Advertiser | Abbott Australasia Pty Ltd (Climazol Anti-Dandruff Shampoo) |
| 3. Product | Toiletries |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2
Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a woman in a shower washing her hair. The woman is then shown getting dressed, all in black, repeatedly checking the time. As a clock shows 6.00pm, she takes a seat facing the door. Footsteps are heard outside, the door opens slightly and a bunch of white roses is held around the door as a man's voice is heard to ask 'Forgive me darling?' The woman raises a pistol, shoots through the door and the bunch of roses drop to the floor. The woman smiles towards the camera, says 'Now I can wear black again' and places a black veil over her head. The advertisement concludes with a picture of a shampoo bottle as voiceover says 'When you really want to wear black again, new Climazol is the advanced anti-dandruff shampoo'.

THE COMPLAINT

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

"I believe the commercial is not just in poor taste, it is extremely irresponsible."

"I find this depiction highly inappropriate and irresponsible marketing from the product's manufacturer. It is unsympathetic and displays a lack of sensitivity towards the victims of shootings and their families"

"I think with the rate of violent murders we already have in today's society, this only portrays that it is acceptable to murder just to make a fashion statement."

THE DETERMINATION

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

Although appreciating the personal viewpoints expressed by the complainant/s, the Board determined that the advertisement did not breach the Code and would not offend prevailing community standards, noting that the sequence of events was clearly depicted in a fictitious and exaggerated context. The Board, accordingly, dismissed the complaint.

The Board noted that one of the complainants had raised the issue of the appropriateness of the advertisement's classification and time zone placement. As this related to matters beyond the Board's authority, it was requested that the complainant be advised to refer any concerns in this regard to the Australian Broadcasting Authority and/or the Federation of Australian Commercial Television Stations.