



## **CASE REPORT**

1. Complaint reference number	285/02
2. Advertiser	SC Johnson & Son Pty Ltd (Raid)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 10 December 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts two infants sitting on the floor surrounded by toys and appearing to be swatting flies or mosquitoes. Each time they seem to swat at an insect, there is a noise of slapping or hitting, laughing and gurgling. The voice-over states: “Insect problem - switch to new Raid Protector fly and mosquito killer. Ordinary fly sprays kill insects immediately but Raid Protector’s new scientific formula keeps killing mosquitoes for up to 5 hours. To protect your family for hours and hours - new Raid Protector on guard for up to 5 hours”. The final image portrays a can of Raid Protector, the advertiser’s logo and the text: ‘ON GUARD up to 5 HOURS against MOZZIES’.

## **THE COMPLAINT**

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

*“...It is very offensive indeed, almost shocking in fact...it is a very bad and very offensive advertisement“*

*“...As a parent of a 26 month old I find this advertisement terrible...I appreciate parents are responsible for what children watch, I just can’t believe advertising agencies would think to advertise children hitting each other in this manner.”*

## **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 noted the intended humour in the advertisement and determined that it did not breach the Code in relation to the portrayal of violence.

It further found that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.