



CASE REPORT

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| 1. Complaint reference number | 289/00 |
| 2. Advertiser | Clorox Aust Pty Ltd (Glad Tuff Stuff Garbage Bags) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 October 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a young man punching, in the manner of boxing training, a full (Glad Tuff Stuff Garbage) bag suspended from a ceiling. A man and a woman are shown on a lounge watching television. ‘Where is everyone?’ asks the man. ‘The girls are in bed and dad’s cleaning the garage, she replies. ‘Is he?’ responds the man, ‘Good on him’. The picture is superimposed with text ‘At least you can count on Glad Tuff Stuff’.

THE COMPLAINT

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

‘I know the manufacturers are trying to show how strong the bags are but this glad bag could have dangerous items inside where the boy could injure his hand by punching the bag. Eg glass, tin, or any sharp rubbish (sic)’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisement did not contravene prevailing standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.