



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 30/03                           |
| 2. Advertiser                 | Cat Media (Flat House)          |
| 3. Product                    | Housegoods/services             |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 11 March 2003          |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertising material showed the garden hose product being demonstrated in a television studio setting, with video inserts of the hose in various practical situations.

## **THE COMPLAINT**

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

*“...it promotes the use of the hose for ‘cleaning the balcony,’ that is for cleaning tiled surfaces instead of using a broom. This is especially offensive during this period of water restrictions.”*

## **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 the material did not offend the health and safety provisions of the Code, and did not contravene the Code in any other respect.

Accordingly, the Board dismissed the complaint.