



CASE REPORT

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| 1. Complaint reference number | 314/01 |
| 2. Advertiser | Carter Holt Havey Tissue Aust Pty Ltd (Sor bent Extra Thick) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Wednesday, 11 December 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a young boy wanting to sleep in, but being disturbed by the sounds of activity outside, domestic cleaning activity inside and by a dog wanting to lick him. He makes his way to the bathroom, locks the door, rests his head on the product and returns to sleep. After a voiceover says, ‘With thicker sheets, for an even gentler start to the day’, the boy’s mother is shown searching the house for him while he remains in the toilet sleeping. The advertisement concludes with the sleeping boy shown alongside a pack of (Sor bent Extra Thick) toilet rolls as the voiceover says, ‘New Sor bent Extra Thick’.

THE COMPLAINT

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

‘This is not good as children of that age are warned not to lock toilet and bathroom doors. That can be very dangerous.’

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 expressed the view that the portrayal was a fantasy, and determined that the advertisement’s content did not represent a breach of the health and safety provisions of the Code.

Finding that the material did not breach the Code on any other ground, the Board dismissed the complaint.