



CASE REPORT

1. Complaint reference number	337/04
2. Advertiser	Lever Rexona (Jiff Cream)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 7 December 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a woman wearing an orange jumpsuit on one side of glass and her daughter on the other side, touching hands through the glass. The daughter asks when her mother is going to get out of there, and the mother replies that it will be a while yet. The inference is a prison visit scene. The mother says she has to get back to it and the camera pans back to reveal she is actually cleaning the bath with Jif Cream cleaner.

THE COMPLAINT

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

“Though I can see the humour that this ad is ATTEMPTING to convey, I actually found it to be fairly inappropriate and insensitive to those who have loved ones in prison.”

“I find this extremely unsettling to have the total lack of insight into the life in prison and the orange jumpsuit a symbol of so many grave crimes against humanity currently happening in the middle east...”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The commercial is designed to speak directly to the consumer insight that women often feel “imprisoned” by the task of cleaning.”

“Lastly, we note from the complainant’s letter that they have specifically mentioned three times that they do not wish any dramatic measures to be taken, they merely wished to express an opinion on the commercial.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breached section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (other).

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.