



CASE REPORT

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| 1. Complaint reference number | 36/07 |
| 2. Advertiser | Clorox Australia Pty Ltd (Glad Snaplock 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, 13 February 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a mother and two children in a kitchen mixing yellow and blue liquids together in a jug to make green liquid. The mother then demonstrates the new Glad Snaplock Bags which feature interlocking blue and yellow strips, which when sealed correctly, will turn the strip green, so that you know the freshness is locked in.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The only blue liquid that I know of in a Household situation is RINSAID as used in a dishwasher. What will happen if children try to emulate the scenario...then actually DRINK THE GREEN LIQUID produced. Rinsaid bottles show a DO NOT SWALLOW and Poison Information Centre details, BUT children do copy commercials.

THE ADVERTISER'S RESPONSE

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

While we used the "Cool Blue Pop Tops" drink in the production of our advertisement, there are many blue coloured soft/sports drinks readily available in Australian supermarkets, many of which are targeted directly at school aged children. Some of the other more popular ones include:- Thorpedo (Berry Blaster); Powerade (Isotonic), Gatorade (Blue Bolt).

As Clorox Australia Pty Limited is neither owner nor licensee of any soft drink trademarks, including "Cool Blue Pop Tops", we were not permitted to show the "Cool Blue Pop Tops" or any other soft drink brand name in frame. That said, the context is clearly supervised school lunch preparation - drinks and sandwiches, not dishes and dishwashers, let alone rinsing aids. And it is therefore obvious that all items being used are food related rather than dangerous chemicals, such as suggested by the complainant.

It would appear from the complainant's letter that he is unaware of the many blue coloured soft drinks available to children and has therefore drawn the incorrect conclusion that "the only blue liquid in a household situation is Rinse Aid."

THE DETERMINATION

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

The Board then considered whether the advertisement breached Section 2.6 of the code dealing with health and safety.

The Board viewed the advertisement and noted the complainant's comments that the images of the children mixing coloured liquids could be dangerous in as much as it might encourage copycat behaviour.

The Board agreed that the advertisement only showed the children mixing the liquids, it did not indicate what the liquids were (ie: whether or not they were drinkable) and it did not depict any of the children or the mother drinking them. It also showed the mother supervising the children. The Board agreed that the advertisement did not show material contrary to community standards on health and safety.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.