



CASE REPORT

1. Complaint reference number	383/05
2. Advertiser	Davey Products Ltd (Torrium)
3. Product	Hardware/machinery
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a man in a kitchen reading the newspaper. His wife storms into the room dripping wet and dressed in a towel. She shouts at her husband "How many times does this have to happen? I'm sick of this rubbish! Every second morning. All I want is a decent shower. Is that too much to ask for? Well is it? You get one of those Torrium things and stop using garbage. I'm freezing. I can't live like this anymore." The woman leaves the room and the husband is portrayed sitting at the table staring into the distance. The voiceover talks about the product.

THE COMPLAINT

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

...the woman is portrayed abusing her husband about not having a decent shower...offensive to men in general

THE ADVERTISER'S RESPONSE

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

*..We are not depicting the man as 'abused' – rather as someone who **keeps putting things off till another day** – hence the wife's frustration (advertiser's emphasis)*

THE DETERMINATION

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

The Board considered whether this advertisement vilified men or discriminated against men in any way. The Board agreed that the woman was portrayed speaking in an unpleasant manner to her husband but considered that, in the context of the advertisement, her behaviour did not amount to vilification of men. The woman in the advertisement was clearly expressing frustration at having a cold shower and was cross with her husband but this did not amount to behaviour that discriminated against men or was violent.

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