



CASE REPORT

1. Complaint reference number	388/03
2. Advertiser	Kimberly-Clark Australia (Viva Paper Towels)
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 November 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a young boy who sprays his mother with a bottle of fizzy drink. The mother then turns the sink hose on him.

THE COMPLAINT

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

“I feel in this age with water being in short supply and areas like us being on restrictions it is very stupid to encourage anyone of any age to be wasting water”

“.... this shows great irresponsibility with regards to correct use of the hand-held hose and in turn encourages children to create mess because the television shows the parents will laugh it off and join in.”

THE ADVERTISER’S RESPONSE

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

“The TVC portrays innocent family fun and banter with no malice either intended or portrayed.”

“..... both mother and child are clearly having fun.”

“The action in the TVC is hyperbolic, an exaggeration to make a point.”

“We are aware that certain states eg NSW and VIC have water restrictions in place, although this TVC was produced before these came into force.”

“There is a very minor amount of water used in a fun, family, domestic indoor situation.”

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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