



CASE REPORT

1. Complaint reference number	401/03
2. Advertiser	Reckitt Benckiser (Aust) Pty Ltd (Finish)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 11 November 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man, his mother and his wife disagreeing over the ability of dishwasher detergents. The mother prefers powder, whereas the son and daughter-in-law use new balls of detergent. The mother states that the powder won't clean the heavily soiled dishes that are placed in the dishwasher, and the daughter-in-law says "balls".

THE COMPLAINT

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

"The advertisement is negative and offensive to all generations depicted in it, It is particularly offensive to 'older women' ...it promotes discord within family relationships."

THE ADVERTISER'S RESPONSE

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

"It is not supposed to reflect any typical dynamic between generations".

THE DETERMINATION

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

The Board noted that the majority of the community would relate to the humour in the advertisement.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination or vilification.

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