



CASE REPORT

1. Complaint reference number	407/06
2. Advertiser	Kimberley-Clark Aust Pty Ltd
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Tuesday, 14 November 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens with an older hippie couple with his eyes closed, and an incense stick burning in the room, as a young woman (possibly their daughter) peeps around the door to see if they are preoccupied in meditation. She sneaks to a wardrobe and lovingly takes out a pack of Wondersoft, goes into the toilet and replaces the brown recycled toilet paper with a Wondersoft toilet roll. On leaving the toilet with her contraband Wondersoft, she is confronted by her parents who admonish her, but are won over on finding that like recycled paper, Wondersoft is “kind to the environment, and now supports Clean Up Australia”.

THE COMPLAINT

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

The ad shows a poster of a Hindu goddess on the door of the toilet. Downright UNACCEPTABLE.

THE ADVERTISER’S RESPONSE

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

The image in question, a poster on an internal door, is more than half obscured and is on screen for less than a second. By any measure, the image depicted on the poster is not at all easy to determine. We are not aware that it is an image of a Hindu Goddess and would doubt that the footage that accompanies this correspondence would allow anyone else to make an accurate identification.

The complainant mentioned that the poster in question was attached to a toilet door, it is perhaps worth noting that it is attached to a door that divides the bathroom from the toilet and faces towards the bathroom, not the toilet.

For all these reasons, it is difficult to understand the conclusion that the complainant has come to but we are concerned that he was offended nonetheless. Let me assure the viewer concerned that no offence was intended.

THE DETERMINATION

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

The Board viewed the advertisement in the light of Section 2.1 of the Code which deals with vilification or discrimination of sections of the community according to religion.

The Board considered the portrayal of the Hindu goddess on the poster of the toilet door and noted

that the shot was very quick. The Board agreed that due to the fleeting nature of the image and the fact that only half of the picture was shown, the broader community was unlikely to recognise the picture as a Hindu goddess. Given the fleeting nature of the image the Board agreed that the picture was not likely to vilify the Hindu section of the community, nor did the presence of the picture in the advertisement discriminate against the Hindu community.

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