



CASE REPORT

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| 1. Complaint reference number | 429/03 |
| 2. Advertiser | Reckitt Benckiser Australia Pty Ltd (Preen) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Saturday, 6 December 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man being sacked for not ‘pulling his weight’. When he tells his wife (who is busy doing laundry), she says “not again”. The inference is that he is being sacked continuously because his wife is using ‘Preen’ on his uniforms and making them too clean, giving the impression that he has not been working hard.

THE COMPLAINT

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

“... the ad typically stereotypes males as hapless, and dumb victims, in that no matter what they do they will be a loser... This means there is gratuitous denigration of the group in our society.”

“...it is noticeable that the fall guy in nearly all such adds (sic) is a white anglo-saxon male”.

THE ADVERTISER’S RESPONSE

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

“It is intentionally an unreal situation that has been used to make consumers laugh, rather than to imply that this might actually happen in real life.”

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 the advertiser’s response and agreed that the advertisement was intended to be humorous.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex/race)/vilification.

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