



CASE REPORT

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| 1. Complaint reference number | 439/09 |
| 2. Advertiser | Techtronic Industries |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Domestic violence – section 2.2 |
| 6. Date of determination | Wednesday, 14 October 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

TVC with a father playing in the yard with his son. They are kicking a ball and the father appears to be genuinely encouraging his son. Then the son kicks the ball back to his father and his father boots the ball over into another neighbour's back yard. The son is disappointed and runs back inside. The father is then seen in the shed with a new drill and the caption "tools you'll want to use".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I feel this suggests that it is OK for men to show uncontrolled anger in front of children and to use force and implied violence to get their own way. It clearly shows a father scaring his tiny son so that the father gets to do what he wants. The father places a higher priority on playing with his drill than showing patience and affection towards his son. This perpetuates the stereotype that it is all right to display aggression in front of children.

THE ADVERTISER'S RESPONSE

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

We refer to our recent Fathers Day Campaign "Tools you want to Use". The Television advertisement in question in our opinion is light hearted and not meant to be taken seriously.

The exchange between father and son was clearly a play on the notion that the father was super keen to play with his new tool. The majority of people would understand the interaction in this manner and not interpret the advertisement as an endorsement of this behaviour.

We certainly feel that the advertisement in no way implies any level of violence as described by the complainant.

We have taken the comments below on board to discuss with our agency when planning future campaigns to ensure that the messages we portray are consistent with the strong values of our company.

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 complainant's concerns that the father in the advertisement is depicted

demonstrating uncontrolled anger in front of his child and a preference to spend time with his drill.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of section 2.3 of the Code.

Section 2.3 of the Code states:

"Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate the relevant time zone."

The Board agreed that whilst some members of the community may be disappointed by the behaviour of the father, that the depiction of his intention in kicking of the ball over the neighbour's fence so that he could spend time with his new drill as opposed to his son did not constitute violence. The Board considered that some members of the community may consider that the depiction of the father preferring to spend time with his new toy was a play on the notion of men being boys and that most members of the community would understand the underlying humour. The Board considered that the advertisement was not a serious suggestion that father's do not want to play or spend time with their children. The Board determined that the advertisement was not in breach of section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.