



CASE REPORT

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| 1. Complaint reference number | 519/09 |
| 2. Advertiser | Sir Walter Premium Lawn Turf |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5
Other - Causes alarm and distress |
| 6. Date of determination | Wednesday, 25 November 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a man on a larged lawned area. He says, we know Sir Walter is a dog friendly lawn, but you've got to watch out for these little fella's "lawn kranskies." The man is shown to scoop up the lawn kransky with a blue plastic spade. He says "they won't harm your lawn but not so good for the thongs". The man then waves his hand in front of his nose because of the smell emanating from the kransky.

THE COMPLAINT

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

Sir Walter Lawn. I find this advertisement showing a close up view of "Lawn Kranskies" (Dog excrement) objectionable at any time, particularly at meal times, and quit unnecessary.

Sir Walter Lawn. While sitting down for breakfast in front of the TV, I do not wish to see pictures of dog shit on a lawn. The people who made this ad need to have their noses rubbed in it. Please take action on this and have it removed from the air.

I find it offensive that anyone should have to put up with this ad every afternoon at the same time, just as families are sitting down to dinner. IT IS VULGAR!!!!

THE ADVERTISER'S RESPONSE

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

It is our belief that the concept reflects a common problem lawn owners face, and draws empathy with this in a slightly tongue-in-cheek manner. We deliberately refrained from using offensive dialogue as it was never our intention to offend the viewer, rather re-badge the problem as a 'Lawn Kransky'. Having said that, I really must admit I can't see how we've used 'offensive language' in this TVC.

When compared against Section 2 of the Advertiser Code of Ethics – I don't believe the TVC infringes any of these codes (in particular 2.4, 2.6 and 2.8) as the placements certainly haven't been targeted within children's programs, and from a health & safety perspective we are actually endorsing the (safe) removal of animal faeces from lawn surfaces. As our product isn't a Food & Beverage item, I don't believe we impact on code 2.8 in any way.

Having reviewed the 'causes alarm and distress' complaints – without prejudice we have since instructed the media outlets not to run this spot during mealtimes or during children's programs.

We trust this will address the concerns raised appropriately

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 complainants' concerns that the advertisement was vulgar and should not be broadcast during mealtimes.

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

The Board considered whether the complaints made in relation to the advertisement could be dealt with under the AANA Code of Ethics considered that although the reference to dog excrete would be unpleasant to some people, that the reference to it was not in breach of any of the sections of the Codes administered by the Board.

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