



## **CASE REPORT**

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| 1. Complaint reference number | 53/03                                  |
| 2. Advertiser                 | Colgate-Palmolive Pty Ltd (Cold Power) |
| 3. Product                    | Housegoods/services                    |
| 4. Type of advertisement      | TV                                     |
| 5. Nature of complaint        | Violence Other – section 2.2           |
| 6. Date of determination      | Tuesday, 11 March 2003                 |
| 7. DETERMINATION              | Dismissed                              |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement opens on a periscope rising out of the sea, and proceeds to develop the analogy of an attack submarine in cold water as a voice-over states: “One brand has always been the cold water expert. Now Cold Power concentrate is even more advanced.” As the pressing of a Cold Power button is indicated to send torpedoes exploding into items of clothing, the voice-over continues: “Cold Power’s new-improved dual-enzyme formula delivers an unbeatable clean in cold, so that the sheer brilliance of whites, and the true vibrancy of your colours comes out in the cold.” After the torpedoed clothes are shown clean and bright, a pack of the Cold Power product is seen rising like a submarine from the sea as the caption-supported voice-over concludes: “New advanced Cold Power Concentrate. Unbeatable in cold.”

## **THE COMPLAINT**

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

*“I found this ad unacceptable as it displayed torpedoes being fired from submarines and hitting targets and due to the current political circumstances of the world, I believe this ad is in very poor taste. I don’t believe that war is something that should be made light of or fun of, whether it is washing powder or not. .”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the content of this advertisement did not constitute violence as represented in the Code, and that the material did not contravene the Code on any other grounds.

Accordingly, the complaint was dismissed.