



CASE REPORT

1. Complaint reference number	63/07
2. Advertiser	Colgate Palmolive (Ajax Professional Ultra Bathroom)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Other - Environmental issues
6. Date of determination	Tuesday, 13 March 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a woman walking into a bathroom where discarded dirty clothing lies on the floor and the hand basin is smeared with engine oil. Removing a greasy spanner which has been left in the hand basin, she explains "My boys...working on cars!" A man wearing a lab coat appears with a container of Ajax cleaner which he sprays in the basin and wipes it clean with a sponge. The woman is impressed as he enquires "Anything tougher?" In another bathroom a woman examining her shower recess answers "The soap scum here and here". The man sprays the shower door runners and glass screen with Ajax as a male voice over explains that the product is "50% tougher on soap scum than the leading soap scum spray" and the man uses a flexible shower nozzle to spray off the residue.

THE COMPLAINT

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

In this time of water restrictions and promoting restrictive watering practices this shows a blatant disregard of water conservation.

THE ADVERTISER'S RESPONSE

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

It is made clear in the advertisement that the man is conducting a demonstration on the use and effectiveness of the Product. The man is wearing a white lab coat while demonstrating how effective the Product is for removing soap scum from a glass shower screen. Both the opening and endline of the Advertisement is "Put it to the Test", a clear indicator that this is a dramatised demonstration.

In any event, the demonstration in the Advertisement does not show the excessive use of water or use of water which is contrary to prevailing community standards in respect of water conservation.

For these reasons we submit that the Advertisement does not depict material that is contrary to prevailing community standards on health and safety and therefore in breach of the Code.

THE DETERMINATION

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

The Board rejected the notion that depicting the non-excessive, routine use of water to clean a shower showed blatant disregard for water conservation.

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