



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 64/04   |
| 2. Advertiser                 | Karcher Pty Ltd   |
| 3. Product                    | Hardware/machinery  |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 13 April 2004  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is an outdoor advertisement which features a picture of a Karcher High Pressure Water Cleaner and the tagline is “Quicker than a hand job.”

## **THE COMPLAINT**

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

*“My wife and I found this sexual innuendo to be offensive and too risqué to be viewed by all ages and genders.”*

*“I think this type of advertisement is really lowering our standards in society.”*

## **THE ADVERTISER’S RESPONSE**

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

*“Whilst we recognize members of the community can and will form varying perceptions of advertising material, we do not believe the enclosed advertisement to be offensive.”*

## **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 that in the context of prevailing community standards, the majority of people would not be offended.

The Board found that the depiction did not contravene the provisions of the Code relating to language or the portrayal of sex/sexuality/nudity.

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