



CASE REPORT

1. Complaint reference number	84/02
2. Advertiser	Clorox Aust Pty Ltd (Chux)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 April 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement depicts a woman carrying two shopping bags, arriving home to find the kitchen in a mess. Taking a pack of Chux Robuste wipes from her shopping, she sets about cleaning. On completion of the task, as the woman adopts a satisfied stance, a pack of Chux Extra Thick Robuste wipes is featured and a female announcer says: “Chux Robuste, because it’s nice to know there is something strong and tough in the kitchen.” The scene switches to views of a man and boy relaxing on the couch of a messy sitting room, with the family dog having an apparently empty container over his snout, before the advertisement concludes with the voice-over supporting a graphic carrying text reading: ‘Chux. Cleaner. Faster. Smarter.’

THE COMPLAINT

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

“...detrimental to boys giving the impression ‘boys are dope and girls can do everything.’”

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 advertisement did not contravene the Code in its portrayal of people under prevailing community standards.

It further determined that the content of the advertisement did not breach the Code on any grounds and, consequently, the complaint was dismissed.