



CASE REPORT

1. Complaint reference number	92/10
2. Advertiser	Britex
3. Product	House goods/services
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 10 March 2010
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement by Britex Cleaners shows a middle aged man in a tight-fitting khaki carpet cleaning uniform knocking on the door of a home and a woman dressed in a silk robe goes to the door and opens it. There is 70's funk music playing as the man starts steam cleaning, flexing his muscles and dancing around with the cleaner in his hand. The woman gets excited, disheveling her hair and laying back on the lounge. The camera zooms in on a family photo of a husband and wife, revealing the carpet cleaner is actually her husband.

The sixty second version of this advertisement has the same footage but also includes some additional scenes including one where the husband is trying to join two pieces of the vacuum cleaner together.

THE COMPLAINT

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

I am writing with disgust at an ad Today 2pm Friday 12 Feb - Britex Carpets. I find that advertisements are getting away with murder and cater more to the sex mad teenagers - they do not buy carpets. the suggestive ads are getting worse and worse. I wish we could have censorship back. Please do try and clean up this country.

I have great concern about an add on tv lately. I am not normally one to complain but I think this ad is very inappropriate. It involves a German couple advertising the use of a steam cleaning vacuum cleaner. It implies a porno as the woman is making seductive noises etc whilst her husband is cleaning the carpet. This add is on tv during the day and early evening and I think it is wrong as many young children watch tv during these hours. I tried to make a complaint, but your process wouldn't work.

Advertisement portrays using the brytex to sexual intercourse. There are children still at home and males and females who do not need to see this kind of filth on television. They need to find a way that does not degenerate females and males...love is a natural and beautiful thing - stop portraying it as filth.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following: *The Britex advertisements are portraying carpet cleaning in light-hearted manner. The two main characters are husband and wife, as revealed in the final sequence showing a picture frame of the happy couple with the super "Get your husband to do it". In no way is sex being shown and both characters are fully clothed throughout the entirety of the advertisement. The advertisement was developed based on real life findings published in the Sydney Morning Herald that men and women who do more housework also get more sex. The*

claims were based on a study involving over 7000 married couples and a study published in the Journal of Family Issues (original article enclosed). The ad aims to bring this insight to life in a comedic way without any sex being visually portrayed on screen. In response to "Advertisement portrays using the brytex to sexual intercourse....stop portraying it as filth", in no way are we showing or implying that sex is a filthy thing. Any sexual innuendo is in jest and is only identifiable to an audience that is already educated on sex. In response to "This add is on tv during the day and early evening and I think it is wrong as many young children watch tv during these hours", the :30 and :60 versions of the ad are only running in times allowed by their classification (PG and M respectively)

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 is inappropriately sexualised.

The Board viewed the advertisement and noted that the two versions of the advertisement are classified PG and M. The Board considered that the advertisement is clearly intended to be and is sexually suggestive. The Board also considered that the advertisement is intended to be and is likely to be seen by most members of the community as a humorous and exaggerated send up of 1970s films. The Board considered that some members of the community may be offended by the sexual innuendo in the advertisement but considered that there is no actual sex depicted or even any contact between the people in the advertisement. The Board considered that most people in the community would view the advertisement as funny. The Board considered that the advertisement did treat sexuality with sensitivity to the relevant timezone and determined that the advertisement did not breach section 2.3 of the Code.

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