

Case Report

1. Case Number :	0065-25
2. Advertiser :	Clorox Australia Pty Ltd
3. Product :	House Goods Services
4. Type of Advertisement/Media :	TV - On Demand
5. Date of Decision:	19-Mar-2025
6. Decision:	Dismissed

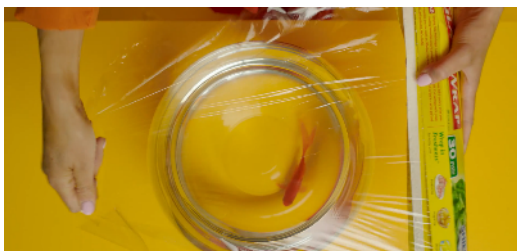
ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

This on demand TV advertisement features a woman covering a fishbowl filled with water and a fish with Glad Wrap. A voice-over says "to demonstrate the superior quality of the cling on our Glad Wrap, we put it to the test." The woman then flips the fishbowl upside down.

The voice-over says "It clings tight and seals right. Glad, our tight cling seal wont let you down". The woman flips the fishbowl back and places on the bench.



THE COMPLAINT

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

2.3 Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

In no way is sealing a live animal's tank with glad wrap and then tipping it upside down justifiable to sell that product. The product in question is not used for this purpose and should not be used for this purpose.

I'm incredibly concerned about the amount of children that will try and replicate this ad with their own pets, thinking it looks like fun or that it's ok. Irresponsible advertising at best, but more like downright stupid and cruel.

This ad is encouraging and endorsing mistreatment and there is a very real - if not guaranteed - risk that this act will be replicated by children, if not both children and adults.

Thank you for your consideration.

Ad shows a goldfish in a bowl which gets covered in glad wrap then the bowl is inverted with the fish in it. Very cruel

Glad wrap have released an ad to show "how strong" their plastic wrap is. However, I believe the ad is cruel to the poor goldfish that is in the tank, which they tip upside down. You can see the fish flipping around, I'm surprised it didn't die! I'm also horrified that this could encourage people to mistreat gold fish! It is quite clear that it is cruel, and I am appalled that this ad was created in the first place.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Thank you for the opportunity to respond to this complaint and to assist the Community Panel in their consideration. While we regret that the advertisement caused concern to the complainant, the Panel can be assured that the advertisement meets the requirements of the AANA Codes, and the complaint ought not be upheld.

We clearly have an advertised product that is Glad Wrap. There is no suggestion of bad language, gender stereotypes, sexual content or the like. The only issue arising is a concern on the part of the complainant that the advertisement is a depiction of cruelty to animals which children may replicate with their own pets resulting in animal mistreatment. The Case Team has potentially raised Code of Ethics provision 2.3 which relates to portrayals of violence.

We respectfully address the concern raised:

- The advertisement does not depict violence, and the fish is not treated cruelly. The advertisement simply uses an exaggerated yet effective short and powerful demonstration of the superior cling and tight seal properties of the advertised product by sealing a fishbowl containing water and a fish, lifting and tilting the bowl with no leakage and no spills, and placing the bowl back on the tabletop. It is appealing and a little quirky and no one would take it as a serious action to be undertaken in the home.*

- *There is not the slightest suggestion of anger or temper, usually associated with violence and cruelty, in the advertisement. The “hero” is an attractive and beautifully dressed woman in colours echoing the colours of the GLAD brand. The hero (and the fish!) is engaged and engaging as she proceeds with great care to complete the covering, tilting, and placing. She treats the fishbowl and fish with elegant attention moving precisely and deliberately. She is alert to the fish which remains calm and contentedly swimming. The fish remains unaffected and at all times swims freely, scarcely noticing the demonstration and thereby helping to point to its success. Viewers would readily understand that the short moment of the demonstration in the ad was followed, once the advertisement ended, by a return to real life ie the uncovered fish bowl in its happy domestic setting.*
- *In fact, the advertisement was produced under the supervision of a fish safety consultant and no fish underwent any distress or ill treatment during production. The fish expert (with over 20 years’ experience in fish care): used a clean glass bowl to house the goldfish and testing all water for the bowl before being the film shoot, including regularly testing water parameters, to ensure at optimal PH and temperature levels for fish safety; selected a goldfish due to the species’ acknowledged robustness, hardiness and comfort levels in smaller tanks; carefully monitored the fish welfare during the film shoot including acclimatising the gold fish to its new habitat when moving the fish from its regular tank to the bowl, undertaking partial water changes during the film shoot to keep the water clean and fresh, ensuring film shoot was of short duration (the advertisement shot in 3 takes, and there was no need to use a secondary tank off camera), and the goldfish exhibited no signs of stress or discomfort throughout; conducted post filming care animal welfare checks as the goldfish was returned to its regular tank as soon as possible, and showed no signs of stress or discomfort (checks undertaken for several days after the shoot).*
- *The advertised product Glad Wrap is a cling wrap product used in the kitchen and around the home. Children use the product but are not part of the target market and do not appear in the advertisement. The advertisement lacks any of the indicators typically associated with advertising to children. The complainant saw the advertisement during an episode of Survivor which is not directed to children. While some children may understandably like goldfish and keep them as pets, there is no reason to think that children would plausibly wish to replicate the demonstration, have the equipment to do so, and would undertake a similar activity with cruelty. There is no encouragement in the advertisement for any person, let alone children, to repeat the depicted exercise. If anything, the advertisement depicts the robustness of the cling and seal properties of Glad Cling Wrap in a special condition, while in the process*

fostering admiration for the beauty of goldfish and their flowing form in the water.

In conclusion, Clorox the advertiser is an ethical and responsible company and would not at any time intend that any of its products or advertising be associated with violence or cruelty. We trust these comments may be of assistance to the Panel.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the advertisement depicts cruelty to animals.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.3: Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

Does the advertisement contain violence?

The Panel noted the advertiser's response that steps had been taken to ensure the wellbeing of the fish during filming. The Panel noted that the fish does not appear to be distressed or harmed by the woman's actions. The Panel considered that the action was gentle and not intended to harm the fish.

The Panel considered that the advertisement does not depict animal cruelty and does not depict or suggest violence.

2.3 conclusion

The Panel concluded that the advertisement did not present or portray violence and did not breach Section 2.3 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.