

COMPLAINT NUMBER	21/087
ADVERTISER	S. C. Johnson & Son Pty Ltd
ADVERTISEMENT	Raid, Television
DATE OF MEETING	8 March 2021
OUTCOME	No Grounds to Proceed

Advertisement: The S.C.Johnson television advertisement for Raid shows a man named Steve. The voice over says that Steve is a "lifelong misser" while showing him attempting to swat at a fly, only to miss and knock a vase over.

The Chair ruled there were no grounds for the complaint to proceed.

Complaint: Advertisement for fly-spray is sexist and discriminatory. It depicts a male as being extremely inept and apallingly stupid. In the process it demeans all men and disregards social responsibility, which is likely to skew the mindset of young female viewers. If the male/females roles in the advertisement were reversed, the ad would be deemed totally unacceptable in 2021.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant was concerned the advertisement was sexist and discriminatory.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was this particular character 'Steve' was someone who had poor hand eye coordination. The message of the advertisement was that a more efficient method for killing flies was to use the fly spray being promoted.

The Chair said it was incidental that the sex of the character with poor hand eye coordination was male and the outcome would not have been different if the roles were reversed. The Chair said there was no indication in the advertisement that this character was representative of all males.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the portrayal of a male character in this context was likely to cause serious or widespread offence in light of generally prevailing community standards. The Chair acknowledged the Complainant's concern but said in this case the threshold to cause serious or widespread offence had not been reached.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.