

Tap ads damaging the brand?

The new Isca tap ad campaign currently on TV shows taps "so good you won't want to do certain things in front of them" - or some other lame line. Am I alone in thinking that they are damaging the image of the brand?

You have a guy about to use the toilet, who sees his taps 'looking at him' and who then bashfully moves outside to presumably rather take a dump in the garden.

In another ad, a girl is about to remove an unsightly strip of pubic hair from her stomach (never quite seen a spread like that, but anyway) and sees her tap - and yeah, rather chooses to wax in full view of her date...

I haven't seen the third ad, which apparently involves an estate agent showing a property who needs to get rid of unwanted gas. The mind boggles...

What was this company - who apparently produces a very high quality and stylish, expensive product - thinking when they employed an ad agency which applied this lavatorial sense of humour (which can surely only appeal to Beavis and Buttthead aficionados, 11-year old boys and Bez Valley tappets) to sell their product?

(And please, before you say, "It made you look didn't it?", taking notice of a brand for all the wrong reasons has never been compelling persuasion to buy the product!)

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