



Case Report

1	Case Number	0004/11
2	Advertiser	Hewlett-Packard Australia Pty Ltd
3	Product	Other
4	Type of Advertisement / media	TV
5	Date of Determination	09/02/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A baby in a baby walker is shown weaving his way in and out of traffic. At the end of the advertisement the baby's parents print out pictures of his adventure using a HP ePrint.

THE COMPLAINT

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

I found this ad highly inappropriate to show a baby in a walker in traffic. Also the baby has no protection e.g. helmet.

THE ADVERTISER'S RESPONSE

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

The purpose of this advertisement is showing HP's newest printing technology, HP ePrint. It shows that you can quickly send photos straight to your, or anyone's web connected HP printer, from anywhere, at anytime, with your mobile device. Please note the advertisement was not targeted at a "minors" audience but at an "adult" audience in which case an adult

audience would clearly have the mindset to know that one does not send a child out in a walker amongst the traffic. Please also note that given there has only been “one” complaint regarding this piece of advertising – HP is of the opinion that the targeted audience did not have an issue with this type of advertising.

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 complainant’s concern that the advertisement is inappropriate because it depicts a baby weaving in and out of traffic in a baby walker and that the baby is not wearing any protective equipment such as a helmet.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement features a baby in a baby walker racing across a desert, through a canyon, down a mountain and so on, before weaving through traffic then arriving at a house where, instead of seeing the baby enter, we see a photo of the baby printing out inside the house. The Board noted the advertiser’s response that the advertisement is aimed at showing HP’s newest printing technology which enables you to send photos to an ePrinter from your mobile phone.

The Board noted that the baby being depicted moving through the countryside to a house is clearly meant to represent the photo of the baby being sent via a mobile phone to a printer at that house. The Board considered that most reasonable members of the community would recognise that this advertisement is clearly an unreal situation and that a baby is not actually on the road.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach section 2.6 of the Code.

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

