



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0030-21
2. Advertiser :	Karcher Australia
3. Product :	Hardware/Machinery
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	24-Feb-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

The advertisement shows various people using a Karcher high pressure washer to clean. This includes a man cleaning his car, a woman cleaning a bench / graffiti wall, a different man cleaning his pavers in the yard and a girl also cleaning those pavers while riding on a skateboard.

THE COMPLAINT

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

Young girl riding a skate board and using the pressure cleaner. Against any safe use of the equipment. contradicting the safety use of the equipment.

THE ADVERTISER'S RESPONSE

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

The advertisement does show a girl using the pressure washer whilst on a skateboard. She is wearing a safety helmet and is being supervised by what is seemingly her Dad. The advertisement does not endorse using the product in an unsafe way.



THE DETERMINATION

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

The Panel noted the complainant's concerns that the depiction of the girl using the product while on a skateboard is not safe use of the product.

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

Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted the advertiser's response that the advertisement does not endorse using the product in an unsafe way.

The Panel considered that the girl is not on a road or an area with high traffic and appears to be supervised by an adult. The Panel considered that the girl is wearing a helmet and does not appear to be going very fast. The Panel considered that the behaviour does not appear to be unsafe and would be unlikely to cause injury to the girl or others.

The Panel acknowledged that this depiction is not how the product is intended to be used, however considered that most people viewing the advertisement would not consider the girl's behaviour to be dangerous.

Section 2.6 conclusion

The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

Conclusion

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