



Case Report

1	Case Number	0101/12
2	Advertiser	Exhibitions and Events Australia
3	Product	House goods/services
4	Type of Advertisement / media	TV
5	Date of Determination	28/03/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Open on a white screen with a close up of the top of a bald male head. He looks upward, responding to the supers that appear as spoken: renovate then build. A screwdriver head appears from above and screws the top off his head. A light bulb appears and quickly morphs into a Courier Mail Home Show logo.

The logo comes alive and evolves into a virtual 3D environment as the screen turns into a floor plan. We see a 3D kitchen appliance appear, rotate, then morph into a 3D bathroom fixture, then into a funky 3D armchair.

The chair is replaced by French door that open to an outdoor pool scene, then a solar panel.

The Solar panel is followed by an image of a house extension in progress. The house extension scene morphs into an interior kitchen scene, then a living room scene.

The last product is replaced by the Courier Mail Home Show logo and the whole 3D environment shrinks and moves inside the headspace, then screwdriver replaces the top of his head that is now wearing a safety helmet.

THE COMPLAINT

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

I believe this ad is irresponsible and could be copied by children of an early age.

THE ADVERTISER'S RESPONSE

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

The TVC is targeted towards home owners aged 35 – 65 as the main audience who would be looking to build or renovate their home. The media buy is based around reaching these audiences and there were no children's programs bought for the TVC to appear in.

The same TVC creative has been broadcast in Melbourne and Sydney for the past two years to promote the HIA Home Shows and received no complaints or misinterpretations. The creative is a modern version of the old HIA Home Show ads which has been used for approximately nine years between to 70's and 90's and was the most memorable ad for the HIA Home Show history.

The unscrewing of the head does not portray a violent act or gory effects, it is purely a mechanic of 'opening your mind' to new ideas.

The head and unscrewing of the head is not 'life-like' that we would expect children to interpret it as something they could do and we would not expect them to have power tools lying around the house to attempt it.

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 concerns that the advertisement depicts a dangerous act which children might copy.

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 shows a screwdriver opening the top of a man’s head like a lid and then different images emerge from his head.

The Board considered that the depiction of the man’s head being ‘unscrewed’ is clearly unrealistic. The Board considered that it is extremely unlikely that children would try to, or be in a position to, copy the actions of using a screwdriver to open someone’s head and expect household items to emerge. In the Board’s view most reasonable members of the community would consider the advertisement to not breach community standards on health and safety.

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.