



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0125-22
2. Advertiser :	Volitizer
3. Product :	Other
4. Type of Advertisement/Media :	Internet
5. Date of Determination	23-June-2022
6. DETERMINATION :	Upheld – Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This online advertisement has three versions:

- A WD40 canister with the tube nozzle attached being pointed at a power outlet and the text, "Money saving guide. Simple Device To Cut Your Power Bills Up to 90%"
- An AB-70 canister being pointed at a power outlet with a tube nozzle attached being pointed at the outlet and the text, "New Way to Cut Power Bill"
- A partially dismantled power plug and the text, "Simple Way to Cut Power Bill".

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

Advertisement graphics shows an electricity power point along with a hand holding a can of WD40 about to spray the WD40 into the power point. This is a public safety concern.

The pictures associated with this advertisement are implicitly dangerous. If someone was to do what they see in the photo they would quite possibly die. Spraying wd40 on your power point is a hazard. Dismantling a plug on a cord is incredibly dangerous if you are not a licenced electrician. This poses a serious threat to the wellbeing and safety of anyone exposed to this advertising. All of this aside from whether or not the product actually works, which I highly doubt. This is a company capitalising on the



growing cost of living and unscrupulous selling a product with sensationalist and dangerous advertising.

The advertisement shows a potentially very dangerous action that if someone tried it could have deadly consequences. I sent an online feedback to Youtube suggesting they remove the ad immediately.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.

THE DETERMINATION

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

The Panel noted the complainant's concern that the advertisement depicts unsafe behaviour.

The Panel viewed the advertisement and noted the advertiser did not respond.

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

The Panel noted that historically, people have been advised not to insert anything into electrical sockets, nor allow liquid to come into contact with or enter an electrical socket. This is in line with prevailing community concerns about household safety and minimising harm concerning electrocution risks.

The Panel noted that it may be safe to use a product such as WD40 on an electrical socket in appropriate circumstances, however considered that most members of the community would only consider this appropriate if performed by a licensed electrician.

The Panel considered that promoting the action of spraying a liquid into an electrical would be considered by most members of the community to be unsafe.

The Panel determined that the advertisement portrayed behaviour contrary to Prevailing Community Standards on health and safety.

Section 2.6 conclusion



The Panel considered that the advertisement did contain material contrary to Prevailing Community Standards on health and safety and determined that it did breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement did breach Section 2.6 of the Code, the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the advertiser and other industry bodies regarding this issue of non-compliance.