



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0150-21
2. Advertiser :	EvaKool
3. Product :	Sport and Leisure
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	16-Jun-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement shows a man spotting EvaKool products in their 'natural habitat' in a number of different locations. The first scene shows a man camping and opening his esky near the water's edge, where a crocodile is shown in the water. The next scene shows an esky on the back of a ute and a man getting a bottle of water. The third scene shows a family picnic and a woman getting food out of the esky.

THE COMPLAINT

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

The campsite and the Evakool ice chest are located right at the water's edge. There is a crocodile in the water watching the campsite activity.

This is promoting unsafe camping in the tropics which can and has led to death or serious injury.

THE ADVERTISER'S RESPONSE



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

EvaKool is an Australian owned and operated company which manufactures locally on the Sunshine Coast.

This commercial starts with iconic Australian comedian, Peter Rowsthorn as the camping protagonist spotting EvaKool products in their 'natural habitat' in a number of different Aussie locations.

The objective of the campaign is to promote EvaKool's new Down Under range of portable fridge freezers in a humorous way to engage the audience.

This campaign exaggerates the stereotypical Aussie camping enthusiast, with Peter acting much like the fictional characters Crocodile Dundee and Russel Coyte, in a David Attenborough-style narration observing the EvaKool product instead of natural wildlife. We've shown camping and picnic scenarios where the EvaKool product is best utilised, injecting some humour with Peter spotting these situations through large binoculars.

Your comprehensive comments in relation to the complaint (taking into account the need to address all aspects of the advertising codes).

The scene with the fake crocodile (which was added using special effects) was an attempt at humour to exaggerate & authenticate the iconic Australian landscape and animals in the Australian wildlife which can often come within arm's reach in our country - part of everyday Australian life in certain areas.

There was no camping or warning signs in the frame which the camper ignored it, was a campsite set beside a river and at no time did anyone attempt to engage any wildlife, thus we feel we upheld community standards in health and safety.

EvaKool does not condone unsafe outdoor activities or camping practices and we strongly feel our advertisements take a comedic approach to camping and are not meant to be taken seriously by consumers. We feel the consumer who made the complaint misread our intention and was very much an exception to the general population who loved the campaign.

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 concern that the advertisement is promoting unsafe camping in the tropics which can and has led to death or serious injury.

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 that the action depicted in the advertisement showing a person camping close to water in which a crocodile is visible would be unsafe in some parts of Australia, and in those areas there would be signage indicating that people should not camp there.

However the Panel considered that many Australians camping do wish to be close to the water and considered that in most of the country it would not be unsafe.

The Panel considered that the crocodile is highly stylized and unrealistic and it would be clear to most members of the community that it is not a real crocodile and that there is not suggestion that people should camp at unsafe locations.

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.