



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0162-22
2. Advertiser :	Volitizer
3. Product :	Hardware/Machinery
4. Type of Advertisement/Media :	Internet
5. Date of Determination	27-Jul-2022
6. DETERMINATION :	Upheld – Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This internet advertisement features an image of a person holding a metal drawing compass with one tip inserted into a power socket. Text accompanying the image reads, "#1 trick to cut power bill A secret way to cut electricity bills takes Australia by storm".

THE COMPLAINT

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

The advertisement depicts someone inserting the prongs of a drawing compass into a power point. This is of course extremely unsafe.

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, and especially anything metal.

The Panel considered that promoting the action of inserting a metal rod into a powerpoint would be considered by most members of the community to be unsafe.

The Panel determined that the advertisement was 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.