



Case Report

1	Case Number	0188/10
2	Advertiser	Sunbeam Corporation Ltd
3	Product	House goods/services
4	Type of Advertisement / media	TV
5	Date of Determination	12/05/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

This advertisement depicts people, including children, walking around holding the cords of floating Sunbeam appliances set to the tune "you are my sunshine" but "shine" is replaced by the word "sunbeam". Caption: Sunbeam, designed to help".

THE COMPLAINT

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

I am concerned that children viewing this ad would be attracted by the balloon-like quality of the products displayed when people hold their power cables.

I believe that viewing this ad could inadvertently encourage young children in particular to grab onto power cables. Kettles, toasters, irons and other common and potentially dangerous or deadly household appliances are depicted.

I do not believe this is intentional however as a teacher who has worked with young children I think this ad will put at risk the health and safety and potentially the lives of young children.

THE ADVERTISER'S RESPONSE

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

This TVC is targeted to adults, specifically women 25-54 who purchase electrical appliances and in reviewing section 2 of the AANA Advertiser Code of Ethics, we do not believe we have contravened the code.

Firstly, the products depicted are targeted to, bought by and used by adults and this is well understood by the community and both ourselves and the community know and abide by this behaviour.

Secondly, this commercial lives in an unreal world and is creative hyperbole. We depict household appliances as balloons that fly. Appliances do not fly and in our view, no-one, no matter their age, would expect that their appliances could fly. It just does not happen. Appliances stay motionless on tables and benches and to suggest that this tvc could encourage children to pull chords to see if their appliances could fly does not reflect reality or reasonableness.

Thirdly, our media target is adults and with a W rating we are not running in young childrens programming.

We respectfully ask that the Bureau dismiss the complaint.

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 concern that the advertisement depicted unsafe behaviour that may be mimicked by children.

The Board reviewed the advertisement and noted the advertiser's response that the advertisement was targeted specifically to women 25-54 who purchase electrical appliances and with "W" placement classification noted the advertisement was not placed in programmes with a substantial child audience.

The Board considered whether the advertisement was in breach of section 2.6 of the Code. Section 2.6 states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the depiction of household items as balloons that fly was fanciful and unrealistic and not intended to be taken literally. The Board also noted that no appliances were plugged in and considered that this depiction is unlikely to condone or encourage similar behaviour by children.

The Board determined that in this instance, the advertisement did not depict material contrary to current 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.