



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0208-22
2. Advertiser :	Repco Ltd
3. Product :	Retail
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	14-Sep-2022
6. DETERMINATION :	Upheld - Pending Response

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features a man putting an empty bottle of cologne in a vice and crushing it. He says, "This dad's day don't waste your money on a doodad like this. Instead get him something from Repco...Don't do doodads on dad's day. Do Repco".

THE COMPLAINT

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

*Safety reasons man was only wearing safety glasses he turned his head away from vice as it broke the glass bottle but his neck was still bare and exposed to the shattering glass bottle safety luck the glass didn't propel into his neck causing a cut to his jugular vein
think about how children teenages would find this cool thing to do and they might get seriously hurt*

THE ADVERTISER'S RESPONSE

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



This ad was filmed in a controlled environment with qualified safety supervision throughout the filming. The actor appearing in the ad was wearing the appropriate PPE including gloves and glasses to prevent injury, and had minimal skin exposed. While it was not our intention, we understand why the motions performed in the ad may have been perceived to be potentially dangerous. We will ensure we maintain high safety standards for all ads moving forward and ensure they are perceived in this way.

For clarity, this ad finished being on air on Sunday 4th September.

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'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 the advertiser's response that the advertisement was filmed in a controlled condition and that the actor was wearing appropriate PPE.

The Panel noted that its role is to consider the content of the advertisement as it would appear to the audience and not the conditions under which it was filmed.

The Panel considered that crushing any type of glass in a vice was dangerous and was not an activity which would usually be undertaken. The Panel considered that while the actor was wearing safety glasses the rest of his face and neck was exposed and could have been injured by shards of glass.

The Panel considered while the advertisement was intended to be humorous it could be easily copied by people with similar equipment in their homes, and that attempts to copy this behaviour could result in injury.

The Panel considered that most members of the community would find the behaviour unsafe due to the potential for injury.

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 advertisement finished airing on 4th September and will not be used again.