



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0216-22
2. Advertiser :	Voltizer
3. Product :	Retail
4. Type of Advertisement/Media :	Internet
5. Date of Determination	28-Sep-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 hand holding metal chopsticks near a power point with red arrows point towards the socket. The caption says, "#1 Trick To Cut Power Bill".

THE COMPLAINT

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

This is a safety issue. Anyone pushing a metal object into a power socket could be electrocuted. Their other ad people have complained about (including myself) shows a canister of WD4 nozzle pointed into a power socket and this ad is still up. I don't think Voltizer have been told by the regulator to take these ads regarding serious safety issues down. This is very concerning and probably should go to the ombudsman. There is no reason for any member of the community to interfere with a power socket with WD40 or metal forceps - the consequences could be dire if they do. As a scientist I find this very disturbing.

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 it had previously considered a similar advertisement for this advertiser in case 0162-22, in which:

"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."

Consistent with the previous determination, the Panel found that promoting inserting metal into a powerpoint, even when it was turned off, 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.