



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0225/17</b>
<b>2</b>	<b>Advertiser</b>	<b>IKEA</b>
<b>3</b>	<b>Product</b>	<b>Retail</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
<b>5</b>	<b>Date of Determination</b>	<b>24/05/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

Details of the wardrobe are shown as a voiceover describes the features. At the end a young girls is seen in a tutu dancing in the cupboard and using the sliding door like a stage curtain.

### THE COMPLAINT

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

*It gives wrong impressions to young children that it is ok to get in wardrobes or cupboards and close the door.*

### THE ADVERTISER'S RESPONSE

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

*I can now confirm that our colleagues in Perth are currently running the attached advert which is an advert produced by IKEA in Norway. It does feature a girl dressed as a ballerina using the PAX wardrobe as her 'stage' and the sliding doors as her stage curtain. We apologies that this playful film has upset a viewer. The ad is due to be on air until Sat 13th May.*

## **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 concerns that the advertisement depicts a young girl inside a wardrobe which could encourage copycat behaviour.

The Board viewed the advertisement and noted the advertiser’s response.

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

The Board noted that this television advertisement promoting an IKEA wardrobe features the different features of the wardrobe and shows a young girl in a pink tutu standing inside and using the sliding door as a stage door to make an entrance.

The Board noted the complainant’s concerns around the health and safety of being locked in a wardrobe. The Board noted it had previously upheld complaints where people had been depicted climbing in to places they could get trapped (a fridge in case 0178/10, a chest freezer in case 0406/11, and a fridge and esky in case 0010/15). In the previous cases the Board noted that there had been instances where children had become trapped in fridges/freezers and had considered that the manner in which the scenarios had been depicted in the advertisements would be attractive to children and could encourage copycat behaviour.

In the current advertisement the Board noted that a child is shown inside a wardrobe and considered that the door is shown to slide open and shut with ease. The Board noted that children often use wardrobes to play in and considered that unlike fridges, freezers and eskies, a wardrobe is extremely unlikely to become air tight when the door closes and it is unlikely that a wardrobe would be unable to be opened from the inside. The Board noted that the advertisement shows a young girl easily opening the wardrobe door from inside and considered that there is no suggestion that she is in any danger, or that her behaviour would likely cause harm to her or to any child who copies her.

The Board acknowledged that there are current safety concerns around some furniture causing harm if not appropriately secured to walls within a home but considered that the depiction in this advertisement is a commonplace activity for children.

The Board considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety and determined that the advertisement 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.

