



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

1	Case Number	0235/14
2	Advertiser	Aldi Australia
3	Product	Retail
4	Type of Advertisement / media	Free TV
5	Date of Determination	09/07/2014
6	DETERMINATION	Dismissed

### ISSUES RAISED

- 2.6 - Health and Safety Unsafe behaviour
- 2.6 - Health and Safety Within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

The ALDI country kitchen toy on a white background slowly rotating with the price point then appearing beside it. A voiceover says, "I am an ALDI country kitchen toy. How fun am I? With my pots, pans and cooking utensils, I'm more fun than helping Mummy cut her hair, while she's asleep. That's how fun."

### THE COMPLAINT

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

*Despite the later time it exposes a person to a very dangerous suggestion ,I.e. Approaching a sleeping person with a cutting instrument*

*The last line of the advertisement is "More fun than cutting mummy's hair while she's asleep." This is irresponsible wording & marketing to impressionable children at a time when they are watching. This could very well put destructive ideas into young kids minds.*

### THE ADVERTISER'S RESPONSE

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

*Firstly, thank you for bringing this complaint to our attention. ALDI Australia takes feedback from the community with regards to our marketing programme very seriously.*

*In reviewing this advertisement against either Section 2 of the Code of Ethics (“the Code”) or the AANA’s Code of Advertising & Communications to Children (“Children’s Code”), it is essential that the primary target audience of the advertisement is determined.*

*The advertisement in question, promoting ALDI Australia’s ‘Country Kitchen Toy’, is targeted at parents of children, but not the children themselves. This is reflected in the following ways:*

- The product is shown in isolation with a price point, not in an emotive manner, such as a ‘play’ situation with talent, designed to excite children*
- The voice-over is an adult male, who speaks in a non-excited, matter of fact manner which would not be appealing to children*
- The advertisement was given a G rating and as a result, it could run at any time of day except during P (Preschool) and C (Children’s) programs or adjacent to P or C periods*
- The TV schedule booked reflects the target audience of parents - please refer to the accompanying station spot list as evidence of this scheduling*

*As such, given the primary target of the advertisement is parents and not children, the Children’s Code is not applicable.*

*We have then reviewed the advertisement against The Code with the target audience of parents in mind.*

*This advertisement is a lighthearted and easily relatable joke as to the misbehaviours that children occasionally get up to. The advertisement does not visually depict this behaviour, nor in any way is it condoned or encouraged. Instead, we believe that the target audience, parents of children, and the wider community will understand that “helping mummy cut her hair while asleep” is poor behaviour with the product offering a more constructive alternative. As such, we believe that we have complied with The Code, with specific focus on Section 2.6 the depiction of “material contrary to Prevailing Community Standards on health and safety.”*

*However, ALDI Australia takes the concerns of the community very seriously, particularly with regards to children. As such, we commit to not using this advertisement, with the current voiceover script, in the future.*

*We hope the information enables you to make a decision with regards to the complaint. Please do not hesitate to contact us should you require anything further in relation to this matter.*

## **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 complainants’ concern that the advertisement suggests and encourages the cutting of a mum’s hair whilst she is asleep which is inappropriate and dangerous.

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 the advertisement features an image of a child’s doll house and the voiceover says, “...more fun than helping mummy cut her hair while she’s asleep”.

The Board noted that the voiceover is adult and considered that the visuals of a rotating toy kitchen coupled with an adult voiceover amount to an overall depiction which is more of appeal to a mature audience rather than young children.

The Board noted that the voiceover makes mention of helping a mum to cut her hair whilst she is asleep and considered that this phrase, in the context of an adult speaking it and no accompanying images to demonstrate the action, would be unlikely to encourage young children to cut their own mother’s hair.

The Board noted the advertiser’s response that although they believed the advertisement was not in breach of the Code they had removed the advertisement in its current format due to the complaints received.

The Board considered that the advertisement did not depict material contrary to prevailing community standards.

The Board 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.