



Case Report

1	Case Number	0257/12
2	Advertiser	GIO Australia
3	Product	Insurance
4	Type of Advertisement / media	TV
5	Date of Determination	11/07/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behavior

DESCRIPTION OF THE ADVERTISEMENT

Two men are hoisting a BBQ into the air, whilst having a conversation about a new car. The central character imagines into the future what could happen if his friend let go of the rope. The BBQ bottle falls out of the BBQ whilst it is in the air. The BBQ bottle falls to the ground, bounces into air and through the sunroof of a new car. The vehicle explodes. The central character drives away in car.

THE COMPLAINT

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

It illustrates a dangerous situation that you do not want to encourage people to lift a BBQ into the air on a hoist.

Misrepresents the use of BBQ bottles- they do not explode when they are dropped.

Cars don't explode.

I do not approve of the humour to illustrate a serious sequence of events.

My greatest objections is due to the fact that I own a business and employ people in the automotive LPG gas industry and this advertisement misrepresents all of the safety issues that we have tried for decades to educate the Australian motoring public that LPG and cars is SAFE.

I attempted to contact GIO customer service via email but have not received any response. I did this about a month ago when I first noticed the advertisement.

Thank you for your time and I hope that something constructive can be done.

THE ADVERTISER'S RESPONSE

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

The GIO Television advertisement at the centre of this complaint is the third instalment of a new series of campaigns focused on dramatising 'imagined concerns'. The scenarios shown depict a sequence of imagined events and come from the human insight that people imagine the worst, but often it never really happens. GIO takes all complaints seriously and due care and consideration was taken in the creation of this advertisement including consultation with Commercials Advice Pty Limited (CAD) to ensure the commercial was within guidelines. In response to the specific complaint made against the GIO television advertisement featuring two men hoisting a BBQ followed by a gas bottle and car explosion there are 5 key areas to address:

- a) Illustrates dangerous behaviour – two men lifting a BBQ into the air - The scene shows two men at a safe distance, calmly lifting a BBQ in the air using a rope pulley system over a balcony railing. The scenario depicts a common method of lifting items into areas otherwise unable to be accessed. The BBQ and the pulley system are shown securely fastened and both men are positioned at a safe distance away from where the imagined sequence of events occurs. Given this context, we do not agree the scene illustrates dangerous behaviour.*
- b) Misrepresents the use of BBQ bottles – they do not explode when dropped - The BBQ bottle is not shown to explode when dropped. Damage to the cylinder valve is shown due to impact resulting in ignition of the resulting LPG.*
- c) Cars don't explode - Cars can and do explode from fire or ignition point within a vehicle. At the end of the imagined sequence of events this is the 'imagined concern' of the central character.*
- d) Use of humour to illustrate sequence of events - The ad does not celebrate disaster; rather it uses humour to connect with the audience and reinforce confidence in adequate insurance protection. The imagined situation is an insurable event and the use of humour in the imagination sequence is clearly cued by ageing and 'hazing' effects to separate the scene from reality. No damage actually occurs and this is clearly shown at the conclusion of the ad with the central character driving away safely in an undamaged car - because nothing actually occurred.*
- e) Mis-representation that "LPG and Cars" are unsafe - The ad does not depict a car fitted with an LPG gas cylinder. The explosion depicted is triggered by fire within the car due to ignition from an external source - a BBQ gas cylinder. The vehicle shown is not fitted or shown in any way to be fitted with an LPG gas cylinder, nor could it be reasonably inferred through the make or model of the car. For these reasons, and given the full sequence of events depicted in the advertisement, we do not believe that a viewer of this commercial would take away an inference that cars fitted with LPG tanks explode.*

THE DETERMINATION

The Advertising Standards Board (Board) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (the "Code").

The Board noted complainant's concerns that the advertisement depicts material contrary to prevailing community standards on occupational health and safety in its portrayal of men hoisting a BBQ over a balcony railing and depicting a gas bottle exploding as a result of being dropped.

The Board reviewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of 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 two men hoisting a BBQ unit up to a first floor balcony and in the process of moving the BBQ, the LPG bottle falls to the ground, then bounces through the car sun roof and explodes, damaging the motor vehicle.

The Board noted that the scene is depicted as a fantasy or dream sequence as one man is contemplating the attributes of his comprehensive motor vehicle insurance, in that if the car is written off several years into the future, he will receive a brand new motor vehicle. The dream sequence depicts the men as being a number of years older than they appear in the beginning of the advertisement.

The Board noted the advertiser's response indicating that the men are shown using safe methods to lift the BBQ up to the balcony. The advertiser further advised that the advertisement depicts the cause of the gas bottle explosion as damage to the cylinder valve upon impact with the ground.

In the Board's view the rope and pulley mechanism used by the men to hoist the BBQ to the first floor balcony is consistent with safe work practices, with the men standing well clear of any danger from the BBQ falling. The Board considered that the use of fantasy scenes which show the gas bottle falling to the ground and then bouncing into the vehicle through the sun roof is not condoning or encouraging unsafe practices, but rather a humorous scenario depicting a unlikely, but possible event. The Board considered that most members of the community would recognise the fantasy scenario as such.

The Board considered that the advertisement does not encourage behaviour which is contrary to prevailing community standards on occupational health and safety.

Based on the above, the Board determined that the advertisement did not depict material contrary to 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.

