



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0280/18
2	Advertiser	Betta Electrical Kingaroy
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	20/06/2018
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

This television commercial shows various staff members being introduced. In the white goods section, a man comes out of a freezer.

THE COMPLAINT

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

They show staff In different areas of the store and when they get to fridges and freezers they open the chest freezer and the person in that area emerges from inside the freezer. I think this could encourage children to hide in this appliance or something similar and could lead to catastrophic consequences.



THE ADVERTISER'S RESPONSE

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

This Commercial was produced by our local TV station, Southern Cross Austereo, in September 2016 and has been airing since.

The creative ideas/execution were at the direction of the Southern Cross TV commercial director.

While we take note of the complaint, we have been advised that this commercial has been CAD approved by FreeTV, and no issues were raised at the time of approval.

We understand that the nature of the complaint, while we believe the commercial is fine as CAD did not have any issues with it.

We take note of this complaint and have made the decision to produce a new commercial to replace this commercial within the next 6 weeks.

THE DETERMINATION

The Ad Standards Community Panel (the "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 features unsafe behaviour.

The Panel viewed the advertisement and the advertiser's response.

The Panel 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 Panel noted that this television advertisement features a variety of scenes within the store including a specific scene where a Betta Electrical employee is hiding in a freezer and comes out when he is introduced.

The Panel noted that there have been instances where children have become trapped in white goods and that it had previously upheld a complaint where a woman is shown to be hiding in a chest freezer (case reference 0406/11), and a complaint where a man is shown to be inside a fridge when the door is closed on him (case reference 0440/12).

The Panel noted that safety around electrical appliances is an important safety issue and considered that whilst the advertisement would be unlikely to be attractive to



children, the portrayal of a man apparently hiding in a freezer is a portrayal which is contrary to Prevailing Community Standards on health and safety.

The Panel considered that this advertisement did depict material contrary to prevailing community standards and did breach Section 2.6 of the Code

Finding that the advertisement did breach Section 2.6 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

This advertisement was removed from air as of Monday, June 25th.