



**Ad Standards** Community Panel  
PO Box 5110, Braddon ACT 2612  
P (02) 6173 1500 | F (02) 6262 9833

**AdStandards.com.au**

Ad Standards Limited  
ACN 084 452 666

## Case Report

<b>1. Case Number :</b>	<b>0286-21</b>
<b>2. Advertiser :</b>	<b>Polyflor</b>
<b>3. Product :</b>	<b>House Goods Services</b>
<b>4. Type of Advertisement/Media :</b>	<b>TV - Free to Air</b>
<b>5. Date of Determination</b>	<b>13-Oct-2021</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification  
AANA Code of Ethics\2.6 Health and Safety

### DESCRIPTION OF ADVERTISEMENT

This television advertisement features a woman returning home shocked to find her partner cooking sausages on a BBQ inside their home. The children are smearing sauces on the floor and he drops a sausage. He tells her to "stress less" because the floor is Polyflor. He is then seen cleaning up the mess.

### THE COMPLAINT

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

*Using a gas BBQ inside can be fatal. People have died in recent years using BBQs insides in bad weather or in small apartments etc. This ad is an issue as many people do not understand the dangers.*

*In the ad it shows a man cooking sausages on a bbq inside his home. After dropping a sausage the camera pans out and clearly shows the bbq inside the home with gas bottle attached. The action of using a bbq inside whether gas or charcoal releases carbon monoxide which even small amount can kill you as it's colourless and odour less. People have died using a bbq inside and this should NOT be promoted. If people see this advertisement they may think it's ok and it's not. The add should be pulled immediately and both agency and polyflor should be held to account if it's breached any laws/standards*



## THE ADVERTISER'S RESPONSE

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

*Correspondence from CAD:*

*"In reviewing the Polyflor ad, ClearAds considered all claims relating to the advertised product and formed the view that the ad was compliant under the misleading and deceptive provisions of the Australian Consumer Law and the content was suitable for a G classification.*

*We note the complainant raised concern that it is misleading to represent the BBQ in the ad being used with a gas bottle, we did not consider this to be a misleading representation as the product being advertised is the Polyflor product and not the BBQ. In relation to the use of the BBQ indoors and this being a potential AANA Code of Ethics breach, Ad Standards may consider this under 2.6 of the Code for breach of prevailing community standards on health and safety, however they may also consider that the ad was clearly intended to be comical, and a reasonable viewer would not think it correct to use a BBQ indoors which is the underlying premise of the ad that the gentleman is doing something out of the ordinary."*

*Additional Comments from AME Management Director & Executive Producer:*

*We completely acknowledge the AANA Code of Ethics and prevailing community standards on health and safety, so much so, that it is very important to note that at no point was the BBQ connected to gas, turned on or used for any of the filming or cooking of food indoors or at any point throughout the Production period that AME and crew was at the premises.*

*AME assessed all risks and decided upon using incense to create the appearance of smoke for the scene, we also cooked the food prior to commencing any filming, in a separate kitchen and safe environment. The Polyflor - Stress Less its Polyflor flooring campaign is clearly comical and satire. We very much believe as does ClearAds / CAD, that it is very clear the scene and campaign is to be humorous and provide an unrealistic situation to the viewer, so that any reasonable viewer will only focus on the fact that Polyflor flooring is unique, durable and the best option for flooring in consumers households.*

## 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 complainants' concerns that the advertisement features a man using a gas BBQ inside which could be dangerous.

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

**Section 2.1: Advertising shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of**



**race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of:

- Discrimination - unfair or less favourable treatment
- Vilification - humiliates, intimidates, incites hatred, contempt or ridicule
- Gender - male, female or trans-gender characteristics.

**Does the advertisement portray material in a way which discriminates against or vilifies a person on account of gender?**

The Panel considered whether the advertisement portrays the man, or men in general, as worthy of ridicule or in a less favourable light.

The Panel noted that the man in the advertisement is Sam Thaiday, a former NRL player and a current sports presenter who is known for acting in a humorous manner.

The Panel considered that the man's actions in the advertisement were exaggerated, but they were consistent with the light-hearted and humorous tone of the advertisement. Overall, the Panel considered that the advertisement did not portray the man as worthy of ridicule or as receiving unfair or less favourable treatment.

### **Section 2.1 conclusion**

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of gender, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

**Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.**

The Panel noted the Practice Note to Section 2.6 which states:

*“Advertisers should take care not to depict behaviour that children may imitate. For example, advertisements which are likely to attract the attention of children or could indicate to children that appliances or other domestic/commercial equipment are a safe place to hide, are seen to encourage unsafe behaviour.”*

The Panel noted the complainants' concern that the advertisement depicts a man using a gas barbecue inside and that this is dangerous.

The Panel considered that the narrative of the advertisement suggests that the man is purposely undertaking exaggerated and messy behaviours because his floor is easy to clean.



The Panel considered that the use of an outdoor barbeque and children pouring sauce onto the floor, created an exaggerated and humorous situation which is unlikely to be taken seriously by viewers.

The Panel noted that most people viewing the advertisement would understand that barbeques are for outdoor use and this situation is unlikely to encourage copy-cat behaviour.

The Panel considered that the overall impression of the advertisement is light-hearted and comedic, and the Panel considered that most members of the community would not find the advertisement to be promoting unsafe behaviour.

### **Section 2.6 conclusion**

The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

### **Conclusion**

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaints.