



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0289-21
2. Advertiser :	Jim's Mowing
3. Product :	Professional Service
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	27-Oct-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement featured animated men jumping out of a trailer, completing gardening work and then getting back into the trailer. A jingle featuring the lyrics 'Jimbo, Jimbo, off to work we go' plays through the ad.

THE COMPLAINT

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

Not allowed to enter or exit a enclosed trailer.We live in a multicultural country and people actually do this in other countries.Just recently people died from travelling in a trailer

THE ADVERTISER'S RESPONSE

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

*Our comments on this TVC in defence of any objection is
The TVC is animated and not real footage of the objectionable action
The TVC has been running in all states of Australia since early 2007 with no complaint
It is wholesome good natured and loved by all ages
If we had to defend this in the local media their would be a large support base of the public who would support the ongoing publication of the TVC in question*



We have had many positive public comments over the years for this TVC which is a key reason that it still runs today in its original format.

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether the advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the depiction of people travelling in an enclosed trailer is dangerous and illegal.

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

Section 2.6: Advertising or Marketing Communications 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:

"Images of unsafe driving, bike riding without helmets or not wearing a seatbelt while driving a motor vehicle are likely to be contrary to prevailing community standards relating to health and safety irrespective of whether such depictions are for the product/service being advertised or are incidental to the product."

The Panel noted that it had previously considered a similar complaint about the same ad in case 0254-15, in which:

"The Board noted that the advertisement is a cartoon and considered that the overall tone is an illusion of the seven dwarves going to work (7 identical 'Jimbo' characters) in the fairy tale 'Snow White and the Seven Dwarves'. The Board noted the complainant's concern that the Jimbos are shown exiting a trailer and that it is unsafe and illegal to travel in this manner. The Board noted the cartoon nature of the advertisement and considered that the depiction of seven identical characters performing gardening duties to the tune of "Jimbo, Jimbo, it's off to work we go" amounts to an overall depiction which is clearly fantastical and not intended to represent real people. The Board noted that road safety is an important and serious issue but considered in this instance the advertisement does not encourage or condone travelling in the back of a trailer."

Consistent with the previous determination, in the current case the Panel considered that the animated depiction was clearly fantastical and not intended to present a realistic scenario.

The Panel noted that if the behaviour were to occur in real life it would be dangerous and illegal, however the animated, fantasy nature of the advertisement meant that



the advertisement would not encourage and did not condone travelling in the back of a trailer.

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 the Code on other grounds, the Panel dismissed the complaint.