



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0308-21
2. Advertiser :	Leukaemia Foundation
3. Product :	Community Awareness
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	10-Nov-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This advertisement for the Light The Night event features people placing string lights near fabric drapes.

THE COMPLAINT

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

This commercial depicted the very dangerous action of bringing incandescent light bulbs and curtains into close contact. This action is likely to result in the curtains catching fire.

THE ADVERTISER'S RESPONSE

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

The Leukaemia Foundation values the work of Ad Standards in supporting compliance and best practice standards for the benefit of consumers and the community. Thank you for giving the Leukaemia Foundation the opportunity to respond to the Complaint regarding the classification of the advertisement and the subsequent airing of the advertisement on Channel 7 Sunshine Coast in the timeslot noted in the Complaint.

Specifically, in relation to the complaint:



Description of the advertisement:

Advertisement promoting fundraising event called Light the Night (held on 16 October 2021). And our comprehensive commentary in relation to the complaint (taking into account the need to address all aspects of the AANA Code of Ethics, Section 2, which also includes AANA Code for Advertising and Marketing Communications to Children and the AANA Food and Beverage Marketing Communications Code)

The Leukaemia Foundation contends that the Advertisement does not breach any section (including Section 2) of the AANA Advertiser Code of Ethics (the Code) which also covers the AANA Code for Advertising and Marketing Communications to Children and the AANA Code for Food and Beverages Marketing.

The AANA Code for Advertising and Marketing Communications to Children and the AANA Code for Food and Beverages Marketing are not applicable in this context as the Advertisement is not directed at children and is also not promoting the purchase of food or beverages.

2.1 - Discrimination or vilification

This section does not appear relevant to the Complaint or the content of the Advertisement. The Advertisement does not discriminate or vilify any person.

2.2 - Exploitative or degrading

This section does not appear relevant to the Complaint or the content of the Advertisement. The Advertisement does not depict individuals in a degrading or exploitative manner, any individual or group of people.

2.3 – Violence

This section does not appear relevant to the Complaint or the content of the Advertisement. The Advertisement does not suggest violence towards any person.

• 2.4 - Sex, sexuality and nudity

This section does not appear relevant to the Complaint or the content of the Advertisement. The Advertisement does not reference matters of sex, sexuality and nudity.

• 2.5 – Language

This section does not appear relevant to the Complaint or the content of the Advertisement. The Advertisement does not breach the AANA Code of Ethics or community standards regarding the way in which language is used in the advertisement.

• 2.6 - Health and Safety

The purpose of the ad was intended to focus on a family coming together and preparing for an event where they will honour a family member or friend who has



been impacted by blood cancer. This is an important event in the Leukaemia Foundation's fundraising calendar as we encourage families to come together and be comforted knowing there is support in the community, celebrating together at one time across Australia. COVID presented challenges for this event which would normally be held in a public setting. The event needed to be moved to an online experience and families were encouraged to turn on lights in their home and a coloured lantern to symbolise hope and unity, creating an environment of reflection and celebration.

We understand that the complainant was concerned that the commercial depicted a very dangerous action of bringing incandescent light bulbs and curtains into close contact, with this action likely to result in the curtains catching fire.

We confirm the following:

- The light bulbs used in the commercial were LED lights not incandescent light bulbs and therefore no heat was produced from the light*
- LED lights are low fire risk*
- The talent in the commercial was able to handle the bulbs easily as there was no heat produced*

We stand by our claim that the environment in which the commercial was filmed was safe and did not pose a fire risk.

• 2.7 - Distinguishable as advertising

This section does not appear relevant to the Complaint or the content of the Advertisement. The Advertisement is a community fundraising event for the blood cancer community, raising money for the Leukaemia Foundation with a clear call to action to Sign up Now at lighthenight.org.au

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 concerns that the advertisement features incandescent light bulbs and curtains in close contact which could result in a fire.

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

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 incandescent light bulbs and curtains in close contact which could be a fire hazard.

The Panel noted the advertiser’s response that the lightbulbs used were LED bulbs which do not generate much heat and are low fire danger lights.

The Panel considered that LED bulbs are far more common than incandescent bulbs, especially in outdoor string lights. The Panel considered that most people viewing the advertisement would make the assumption that these are LED lights. The Panel also noted that most people who had access to incandescent light bulbs would be aware that they generate heat and should not be placed near flammable material.

The Panel considered that the string lights are not the focus of the advertisement and this depiction is unlikely to encourage copy-cat behaviour.

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 complaint.