



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0341/18
2	Advertiser	ITP- the Income Tax Professionals
3	Product	Finance/Investment
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	08/08/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a man in a roof doing DIY home electrical work. He gets electrocuted, falls through the ceiling and suffers a sore arm and cut to the forehead.

## THE COMPLAINT

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

*The ad diminishes the safety risks of doing electrical work by an unqualified person. The victim in this case is likely to be burned, perhaps with heart damage etc but he appears just "a little worse for wear". It is a joke on the seriousness of this type of situation and an inappropriate analogy.*

## THE ADVERTISER'S RESPONSE





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

*To whom it may concern,*

*Please find response following regarding complaint reference number 0341/18. Advertisement Description: 15" television commercial (Key number - ITPELEC15) on regional NSW television only for 6 weeks. The commercial's aim is to encourage potential customers to leave an important activity like income tax reconciliation to a professional company like ITP instead of attempting to undertake themselves. The commercials depicts somebody attempting another important duty like DIY home electrics with a negative outcome. The advertisement is produced in the genre of comedy.*

*Comments: As the writer and producer of the ITP spot, I drew on personal experience of accidentally electrocuting myself while undertaking home DIY electrical work. In that instance I received a mild shock and was knocked off my feet. I did not receive burns, heart damage or permanent injury. I propose that my experience is much more common place than the complainer's alternative example of burns and/or heart damage and our depiction is more relatable to the average viewer. Our advertisement was not produced to be a public service or safety announcement but rather a relatable comedic anecdote. The purpose is to encourage the viewer to call a professional for important duties including reconciliation of income tax. Written in the genre of comedy, the advertisement is intended to be comedic. The depiction of serious electrical burns and heart failure would not have allowed our advertisement to receive General CAD classification. I believe that the depiction of our "hero" with his arm in a sling and a plaster on his forehead is a plausible consequence for falling through a home ceiling after being shocked by electrical wires. Please do not hesitate to contact me if further clarification is required.*

## **THE DETERMINATION**

The Ad Standards Community Panel (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 diminishes the risks of doing electrical work without training.

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

The Panel noted that the television advertisement depicts a man who gets electrocuted, falls through the ceiling and suffers a sore arm and cut to the forehead.



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 the complainant’s concern that the advertisement makes a joke of the seriousness of the situation in which an unqualified man does his own electrical work and becomes injured.

The Panel noted the advertiser’s response that the advertisement is intended to encourage viewers to call a professional for important duties such as tax and electrical work and that a depiction of more serious injuries would not have allowed the advertisement to receive a G classification from Free TV.

The Panel noted that the advertisement shows a man doing his own electrical work and in the Panel’s view this is in most situations unsafe. The Panel considered that the advertisement does show a negative consequence for the man doing his own electrical work. However the context of the advertisement is that it is a demonstration of why individuals should not do this work themselves and is a portrayal of the type of situation where individuals should use a professional. Although shown in a humorous manner, the Panel considered that the overall depiction is showing behaviour in a negative way, not encouraging or condoning it.

The Panel considered that it is unlikely that people who are not electricians would interpret the advertisement to demonstrate how to perform electrical tasks. The Panel considered that the advertisement does not contain a call to action for members of the public to interact with electrical aspects of their home, rather it is a demonstration of what can go wrong.

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

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.

