



Case Report

1	Case Number	0366/14
2	Advertiser	Global Shop Direct
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/09/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is for an inflatable airbed named 'Eurobed'. The bed has a built in electric pump, is very durable and is the perfect solution for unexpected guests who drop in. In one scene we see a quad bike being driven over the mattress to highlight its toughness.

THE COMPLAINT

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

Due to the number of quad bike accidents that result in death or very serious injury in Queensland ever year I think this ad should be taken off the air.

THE ADVERTISER'S RESPONSE

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

In our opinion the super advising viewers not to replicate the Quad Bike activity is very legible on any TV screen and is on screen for the entire duration of the Quad Bike demonstration – a total of 8 seconds. It is also our opinion that any reasonable viewer would see this as a stunt to demonstrate the toughness of the airbed, and not something that would encourage viewers to try for themselves. The fact that this complaint centres around Quad Bikes being dangerous is a general statement that could easily be applied to many other

forms of transport including cars, bikes and motorbikes.

The stunt rider is wearing appropriate safety gear and is a trained professional – he holds a Motorcycling NSW competition licence and has done so for well over 10 years. Whilst I am not an expert in Quad Bike injuries or deaths I would suggest many of those referred to may have been prevented if riders were similarly equipped with safety gear.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement depicts a quad bike being driven in an unsafe manner which is against prevailing community standards.

The Board viewed the advertisement and noted the advertiser’s response.

The Board 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 Board noted the advertisement features a quad bike being driven over an airbed to demonstrate how strong the airbed is and there is an onscreen disclaimer which states, “Don’t try this at home. Filmed with professional rider under controlled conditions”.

The Board noted that the rider of the quad bike in the advertisement is wearing a helmet and considered that the accompanying disclaimer clearly states that the rider is a professional and is performing the manoeuvre under controlled conditions and that his actions should not be copied by viewers at home. The Board noted that the scene showing the quad bike is very brief and considered that in the context of demonstrating the strength of the advertised product (an airbed) the depiction of a man riding a quad bike is not unsafe and is unlikely to encourage copycat behaviour.

The Board considered that the advertisement did not depict material contrary to prevailing community standards the safe use of a quad bike.

The Board 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 Board dismissed the complaint.