



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0373-20
2. Advertiser :	IKEA Australia
3. Product :	Retail
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	16-Dec-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features various people walking through a field and turning on lights hanging from trees and lamps on tables.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

I feel a child watching this ad might consider it a safe practice to turn on or change light bulbs while the switch is on.

THE ADVERTISER'S RESPONSE

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

Nature of the complaint

The reason for concern stated in the complaint is that '...a child watching this ad might consider it a safe practice to turn on or change light bulbs while the switch is on.'



Relevant section/s of the Code

We consider that the advertisement complies with all sections of the Code.

The relevant section of the Code, that forms the basis of the complaint, is section 2.6 – "Advertising or Marketing Communication shall not depict material contrary to Prevailing Community Standards on health and safety."

The Code of Ethics Practice Note (dated 21 February 2021) states that 'section 2.6 requires that advertising must not depict content that would encourage or condone unhealthy or unsafe behaviour having regard to Prevailing Community Standards.'

Our response will focus on addressing section 2.6 of the Code, as we do not consider that any other sections are relevant to this advertisement.

Fantastical setting

The IKEA 'One Little Thing' television advertisement is intended to show how one small sustainable action, such as using an IKEA 'RYET Energy-efficient LED Bulb', can help create a more sustainable world.

The advertisement is set in a majestic, fantastical sprawling forest that is filled with lightbulbs, light-fittings and lamps of all different shapes and sizes, hanging from branches and sitting on pieces of randomly placed furniture such as side tables and desks. The forest is completely dark except for the lights dotted around, which creates a warm, magical feel to the advertisement.

Viewers would understand that the storyline is unrealistic, as forests do not usually have pieces of household furniture in them, nor running electricity to connect lights and lamps to. This unrealistic environment is extended into the second-half of the advertisement, which shows a man leaping into a field that is filled with other items and furniture that appear out-of-place, such as an entire kitchen complete with appliances and workbenches, set up in the middle of the field.

In this fantastical forest setting, the advertisement opens with a woman reaching up, placing one hand near the top of the lightbulb and another on the bulb itself, and gently twisting the lightbulb, which turns on. The impression given is that the bulb has sprung into life, as if by magic. As the camera pans back, other lights in the forest turn on, and other people are shown walking around the forest and / or turning on other lights by gently touching or twisting them. In this pan shot, a man and a woman can be seen twisting the globes to turn them on; however, this is not prominently shown. Some of the lights evidently appear to turn on automatically, which adds to the unrealistic nature of the scene.



Section 2.6 of the Code states that "Advertisements which feature exaggerated or fantastical elements, which are unlikely to be seen as realistic by the relevant audience, are unlikely to be found to be encouraging or condoning unsafe behaviour."

The scene is not intended to be instructional or used to demonstrate how to turn on a lighting product. The advertisement is not focused on marketing IKEA lighting products but rather on the use of IKEA LED lightbulbs to create a more sustainable world. Nor is the advertisement instructional in relation to how to replace a lightbulb.

Overall, the advertisement does not depict a person changing a lightbulb in an unsafe way but rather, it depicts lights turning on in a fantastical, unrealistic setting. The scene does not depict an everyday environment, such as a person's home, which means that it is unlikely to encourage or elicit the same copy-cat behaviour in viewers. Therefore, our view is that the advertisement does not contain content that encourages or condones the changing of lightbulbs with the switch on and does not contravene section 2.6 of the Code.

Impact on children

The Code of Ethics Practice Note also states that under section 2.6, advertisers should take care not to depict behaviour that children may imitate. We do not consider that the advertisement depicts behaviour that children may imitate, as the forest scene shows adults turning on the lights rather than children. Further, the changing of lightbulbs is an unlikely chore given to children in the home.

The advertisement is aimed at an adult audience, given that home furnishings and lighting products are bought and used by adults, rather than children.

CAD approval

We obtained CAD approval for the advertisement before it was aired. CAD did not raise any concerns or warnings about the advertisement depicting content that encourages or condones unsafe behaviour.

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 a child watching the advertisement may consider it a safe practice to turn on or change light bulbs while the switch is on.

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 considered that the depiction of lightbulbs and lamps being available in a forest area is highly stylised and fantastical. The Panel considered that the theme and music of the advertisement is unlikely to be of appeal to children.

The Panel noted that the people in the advertisement are not shown to be changing lightbulbs, rather they are turning the bulb slightly to to turn on the light.

The Panel considered that it would be difficult for a child to replicate such behaviour due to the location of lightbulbs in ceiling lights, however noted that such an action may be achievable with lamps.

Overall the Panel considered that it is unlikely that a child viewing the advertisement would understand that they should attempt to change a lightbulb, and the Panel considered that most members of the community would not find the highly stylised and fantastical advertisement to be contrary to Prevailing Community Standards on health and safety.

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.