



Case Report

1	Case Number	0476/17
2	Advertiser	Dulux Group
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	08/11/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.6 - Health and Safety Unsafe behaviour
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A father and daughter are applying a deck coating to their timber deck with broom action applicators. The daughter looks up at her dad – proud in herself that she’s helping. Next they stand above the their completed, freshly coated deck and share a high five. The advertisement finishes on an image of a can of Cabot’s Aquadeck placed on the deck.

THE COMPLAINT

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

The advertisement was displaying unsafe work practices which could be viewed by a young audience in prime time viewing.

THE ADVERTISER’S RESPONSE

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

The complaint specifically addresses Section 2.6; we are intentionally not addressing Sections 2.1 - 2.5 or 2.7 due to relevance.

Section 2.6 Health & Safety. (Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.)

Cabot's Aquadeck is a water-based deck coating that is classified non-hazardous. It is the personal injury risk equivalent of water based paint. The prevailing community standards, and indeed the current Australian advertising convention used when depicting the application of water-based paint is that it can be applied without the use of protective goggles and gloves.

In the Cabot's advertisement, the slim risk of eye-splash is managed by applying the coating with a deck coating applicator broom. Using this method the coating is applied well below the head reducing the risk of drops or splashes entering the eye.

We point to the precedence of recent Australian paint television commercials showing equivalent hazard, water-based coatings being applied at eye level and above, without goggles and gloves:

- *Taubmans Endure: https://www.youtube.com/watch?v=038CmMzU_TI*
- *British Paints: <https://www.youtube.com/watch?v=g5Jo0IwYn94>*

The Cabot's Aquadeck advertisement aims to engage the audience by focusing on the emotional relationship between the father and the daughter. This relationship is so central to the creative that it is shown in slow motion to convey the subtle nuances in the facial expressions. Use of protective goggles would have obscured the expressions of the actors so that the audience would not have felt the required emotional connection for the advertisement to be noticed or remembered.

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 complainants' concerns that the advertisement shows a dangerous activity which is against prevailing community standards on health and safety.

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 that this television advertisement features a father and daughter applying a deck coating to their timber deck with broom action applicators. The daughter looks up at her dad – proud in herself that she's helping. Next they stand above their completed, freshly coated deck and share a high five. The advertisement finishes on an image of a can of Cabot's Aquadeck placed on the deck.

The Board noted the advertiser's response that the Cabot's Aquadeck is a water-based coating that is classified non-hazardous, the product is the personal injury risk equivalent of

water based paint and that the content of this advertisement reflects widely accepted application practices.

The Board noted that the timber treatment is applied in a safe manner and the young girl was not shown in an unsafe or hazardous situation.

The Board noted the depiction of applying water based decking coat with a broom applicator without the wearing of personal protective equipment is not a depiction that is contrary to Prevailing Community Standards on health and safety and is not a breach of Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.