



Case Report

1	Case Number	0524/17
2	Advertiser	Harvey Norman
3	Product	Retail
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	22/11/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is advertising “Kids in the Westinghouse® Kitchen by Harvey Norman®”, Children each place their hands on the oven door, the younger Child places his nose on the oven door and the other Child has her face close to the oven door while they stare into a presumably hot oven.

THE COMPLAINT

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

It is dangerous to advertise this! Children watching this ad will think that all ovens are ok to touch when on! The majority of oven doors will burn when touched.

Advertisement shows children placing their hands and face on hot oven door. This would be fine if every oven was safe to do so. Very irresponsible to show this to children as we all know the old saying “monkey see, monkey do!” Can’t believe this ad got through without alarm bells going off.

THE ADVERTISER’S RESPONSE

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

The Advertisement is a television commercial advertising “Kids in the Westinghouse® Kitchen by Harvey Norman®”, and specifically the latest range of Westinghouse® ovens which have a multi-layer glazed oven door with a cool exterior and which are available to purchase from a Harvey Norman® Franchisee.

The Advertisement includes:

(a) Images of two (2) children aged fourteen (14) years or younger (Children or Child).

(b) The words “FamilySafe™ Cool Doors” appears visually and verbally in the Advertisement.

(c) The oven is located in the kitchen at a level accessible by the Children.

(d) Visuals, whereby the Children each place their hands on the oven door, the younger Child places his nose on the oven door and the other Child has her face close to the oven door while they stare into a presumably hot oven.

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 children in the kitchen and the voiceover mentions at the start “kids in the Westinghouse kitchen.” Two young children are seen cooking and using appliances. The boy and the girl are peering into the oven to look at what they are cooking and they have their hands on the door of the oven and the boy’s face is touching the glass. The text on the bottom of the image reads “family safe cool doors.”

The Board noted the advertiser’s response that the Westinghouse oven advertised has a multi-layered glazed door and the words “Family Safe cool doors” appears visually and verbally in the advertisement.

The Board noted it had upheld an advertisement where a young boy using pretend cooking appliances that appear real (0070/16). In that case the Board noted

“...that the boy places his hand in to a pan to touch a piece of fish and considered that the impression is that this is a depiction of a child cooking a real piece of fish in a real pan and in the Board’s view the action of the boy placing his hand in the pan to touch the fish is likely to encourage children to copy this behaviour. The Board considered that the advertisement strongly suggests unsafe behaviour and is contrary to community standards on health and safety.”

In contrast to the above case, the current advertisement features children who are older than

the boy in the advertisement mentioned above and the boy and girl appear very competent in their cooking abilities and their actions around the kitchen make them appear confident and experienced young cooks.

The Board noted that it is clear by the voice over that states “ovens with family safe cool doors” and the related text that the door was safe that the product is designed specifically with safety issues in mind.

The Board noted the depiction of these children putting their hands on an oven door that is designed to allow for this is not a depiction that is encouraging of this type of behaviour and is not contrary to Prevailing Community Standards on health and safety and 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 complaints.