



## **CASE REPORT**

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|-------------------------------|-----------------------|
| 1. Complaint reference number | 113/02                |
| 2. Advertiser                 | IKEA                  |
| 3. Product                    | Housegoods/services   |
| 4. Type of advertisement      | TV                    |
| 5. Nature of complaint        | Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 14 May 2002  |
| 7. DETERMINATION              | Dismissed             |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement viewed by the Board opens on a young girl standing on a stool, washing up at the kitchen sink. She is singing as she undertakes the task, and her mother is seen watching her with pride until it becomes apparent that the items being soaked, washed and set out to dry include a laptop computer. While the mother's expression changes to one of horror, a close-up of the washed computer carries a superimposed caption reading: 'Find better things for your kids to play with.' The vision then changes to a range of children's items available from Ikea before ending with a graphic incorporating an Ikea logo and the caption: 'Adventure Indoors. Starts April 4.'

## **THE COMPLAINT**

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

*"I have a 2 year old son that is very intelligent, he remembers a lot of things he sees, especially on television. To help me wash some dishes, he pulled over a chair and was putting some cups into wash, before I knew it, in goes my mobile phone, baby powder, notebook etc...it could have been a toaster, or kettle and (he) could have been electrocuted due to some ad on television."*

## **THE DETERMINATION**

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

While noting advice from the advertiser that the television commercial had been removed from air with no current plans for its rescreening, the Board determined that the content did not contravene the Code on any grounds.

It expressed sympathy with the complainant's experience, but dismissed the complaint.