



CASE REPORT

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| 1. Complaint reference number | 122/03 |
| 2. Advertiser | Stihl Pty Ltd |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a chainsaw being tossed into the back of a utility vehicle, and subsequently sliding and tumbling around as the vehicle is driven across rough terrain. When the vehicle eventually stops, the chainsaw is lifted out of the back tray and indicated to start immediately. The advertisement ends with the sound of a chainsaw under a graphic reading: ‘STIHL Working’ and providing an Internet website address.

THE COMPLAINT

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

“Chainsaw blades are dangerous. It is an offence not to properly secure a dangerous load.”

THE DETERMINATION

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

Noting the advertiser’s advice that the advertisement intentionally represented a farm situation in response to customer research, the Board determined that it did not constitute a contravention of the healthy and safety provisions of the Code.

Further finding the material free of any breaches of any aspect of the Code, the Board dismissed the complaint.