



CASE REPORT

1. Complaint reference number	13/02
2. Advertiser	Barbeques Galore (Aust) Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 12 February 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a family in the garden of their home and a blindfolded man being encouraged by his wife and daughters, telling him when he is getting ‘warmer’, towards a surprise gift. As he appears about to put his outstretched hands onto the grill of a barbecue, his wife and daughters call out ‘Surprise.’ After a sizzling sound, an announcer reviews certain of the advertiser’s product lines and prices. The man is shown holding his hands before him and saying, ‘I’m glad you didn’t get me the chainsaw.’ The advertisement concludes with an image of the advertiser’s logo.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘Surely this is stupid and dangerous.’

‘I am of the opinion that this advertisement should never have been made.’

THE DETERMINATION

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

The Board expressed the view that humour was clearly the intent of the depiction of the blindfold game.

The Board opined that the material within the advertisement did not breach the Code in relation to health and safety; neither did it constitute discrimination or vilification.

It determined that the advertisement did not contravene the Code on these or any other grounds and, accordingly, dismissed the complaint.