



CASE REPORT

1. Complaint reference number	142/02
2. Advertiser	Energex Ltd
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 June 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement reviewed by the Board opens on a typical police interview room scene, where a woman is evidently helping detectives with their enquiries. She is asked to identify ‘a killer’ from a line-up of electrical items and nominates ‘Number Three,’ a toaster with a frayed power cord. A superimposed caption puts the question: ‘Is There A Killer In Your Home?’ with a subsequent caption reading: ‘Throw Away Damaged Electrical Items.’ The advertisement concludes with a graphic incorporating branding for Energex and a contact telephone number.

THE COMPLAINT

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

“The ad encourages householders to ‘dump faulty appliances.’ My concern is that they (Energex) have not taken into consideration that many tips/dumps have shops that sell salvaged items including electrical goods. If someone was to buy an appliance with an internal fault, they could put their lives or a family member’s at risk (or possible death).” (Complainant’s parenthesis).

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 determined that this advertisement did not contravene the Code in relation to health and/or safety, and that it did not otherwise offend against the Code.

Accordingly, the Board dismissed the complaint.