



## **CASE REPORT**

1. Complaint reference number	160/06
2. Advertiser	Energy Australia
3. Product	Housegood/Services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 9 May 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement portrays Energy Australia teams “changing scenery” like stagehands – a fallen tree and broken power pole are moved and replaced with a working power pole and upright tree; others remove clouds from the sun, so the scene becomes warmer.

A woman is cooking in a kitchen on an old electric stove as her cat sits on the bench catching the sunshine through the window. “Stagehands” appear and remove the kitchen wall as if it were stage scenery, and slide in a new wall with a new gas stove, fresh flowers - and the cat returned to its sun spot.

In a country setting, a huge coal-fired power station is removed and replaced with wind turbines, as a male voiceover advises “It takes 100 years to make supplying energy to millions of Australians look this easy”.

## **THE COMPLAINT**

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

*However was a commercial passed with a very much alive cat sitting on a kitchen bench right next to the bread! Rather disgusting I think.....*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The complaint focuses upon the fact that within this scene we are in some way condoning poor food hygiene.....The scene is merely used as an atmospheric support to the overall production and it was certainly not the intention for this advertisement to promote poor food practices.*

*Given the high degree of exaggeration used throughout the advertisement, it has been fairly assumed that literal interpretation of this or any of the scenes used would be unlikely.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breached section 2 of the Advertiser Code of Ethics (the “Code”). In particular, the Board considered whether this advertisement breached section 2.6 of the Code in depicting material contrary to prevailing community standards on health and safety.

The Board considered that the display of a live cat sitting on a kitchen bench was not intended nor did it leave the reasonable viewer with the impression that the advertisement was promoting poor

hygiene practices. Accordingly, the advertisement did not breach section 2.6 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.