



## **CASE REPORT**

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|-------------------------------|-----------------------|
| 1. Complaint reference number | 171/00                |
| 2. Advertiser                 | Energex Ltd           |
| 3. Product                    | Community Awareness   |
| 4. Type of advertisement      | TV                    |
| 5. Nature of complaint        | Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 13 June 2000 |
| 7. DETERMINATION              | Dismissed             |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a woman, a man, a girl and a second man soaring towards a light in the heavens, where lightning strikes and absorbs them, to the following voiceover: 'Her husband tried to fix their washing machine. He's just re-wired the iron. Her Dad thought fixing the toaster was easy. And he couldn't be bothered calling an electrician.' The second man is absorbed into a coffin on which appear the words, 'Electricity can kill. Don't get zapped.' The voiceover continues: 'Please, don't do any electrical work yourself. It's just not worth it. Always call a licensed electrician.' The advertisement concludes with the Energex logo and the text, 'Stay safe for today, tomorrow and for the future. Call 13 12 53.'

## **THE COMPLAINT**

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

*'I find this ad "sick mentally". ....I am ..... distressed beyond words.'*

## **THE DETERMINATION**

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

The Board determined that the advertisement was of public service and neither raised any issues covered by the Code nor offended prevailing community views and standards. The Board, accordingly, dismissed the complaint.