



CASE REPORT

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| 1. Complaint reference number | 186/03 |
| 2. Advertiser | Stihl Pty Ltd (Blower) |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a suburban street scene where a man is using a blower to clear the leaves from a footpath. As he stoops to pick up something, he inadvertently points the blower towards the road and blows a child from a bicycle. Not noticing, the man resumes his chore as the advertiser's logo and Internet website address are superimposed and a voiceover states: "STIHL power. Not just for professionals."

THE COMPLAINT

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

"...I spend a good amount of my time educating people NOT to put things in the drain other than water...I found this advertisement in very poor taste, counter productive...and out of step with environmental logic." (Complainant's capitalisation).

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 noted the advertiser's advice that the depiction showed the leaves being blowing forward on a footpath 'and in no way encourages people to blow leaves directly into gutters.'

It was determined that the material did not contravene the health and safety provisions of the Code, and that it did not breach the Code on any other grounds.

Accordingly, the Board dismissed the complaint