



CASE REPORT

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| 1. Complaint reference number | 213/99 |
| 2. Advertiser | Tasmania Fire Service, Southern Region |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Violence Other – section 2.2 Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a bedroom scene of a cot, with a baby stirring within it, and a lighted lamp on a bedside table. The lamp flickers out accompanied by the sound of an electrical short circuit and a fire is then seen through the open doorway. Gradually, the room becomes filled with smoke and flames and the cot itself catches fire. The final scene shows the bedroom after the fire, closing in on the smoking remnants of the cot with the words ‘Tasmanian Fire Service’ superimposed on the screen.

A different version of the advertisement concludes with a close up shot of a beeping smoke alarm, with the words ‘Check it’, ‘Change the battery’ and ‘Put them in the right places’ variously superimposed.

THE COMPLAINT

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

“I believe there is a more sensitive way to deal with this issue ... this is not ‘shock advertising’, this is sick ... I was very concerned for any members of the younger generation who may have seen this ad.”

THE DETERMINATION

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

While appreciating the complainant’s personal views, the Board determined that the advertisement, viewed in the context of its important safety message as a whole, did not breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint.