



## **CASE REPORT**

1. Complaint reference number	214/98
2. Advertiser	All Nation Gas Traders (Eurolec oven)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows a number of shots of a (Eurolec) oven accompanied by a voiceover commenting on the features of the oven. When it comes to a comment on a feature called ‘Powercool’ there is footage of a toddler repeatedly touching an oven door together with the commentary, ‘Powercool air circulation makes doors safe to touch...’.

## **THE COMPLAINT**

Comments the complainants made about the advertisement included:

*‘The advertisement disturbed me somewhat as a young child watching who does not fully comprehend may think it is ok when mummy bakes next time as the little girl on the tele did it and she wasn’t hurt.’*

*‘We feel that it is wrong and potentially very dangerous to show a child in such a situation, for, of course most home ovens do not remain cool on the outside when they are in operation... Young children cannot differentiate*

## **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 the advertisement, on balance, did not go so far as to breach the Code and dismissed the complaint. However, the Board noted that while it was aware that this feature (outer oven remaining cool while inner oven, heated) was a selling point for this particular oven, the image of the little child touching the oven door was a poorly chosen one in light of a general effort to educate children **not** to touch similar surfaces when hot and dangerous. The Board noted the advertiser’s advice this advertisement had ‘now reached the end of its campaign life...’ and recommended that more suitable imagery be found to advertise this important safety selling point in the future.