



CASE REPORT

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| 1. Complaint reference number | 22/02 |
| 2. Advertiser | Seeley International (Breezair) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a family arriving home by car to an air conditioned house. The two adults and two children move happily around the house, one of the children jumps up and down on a bed and the other on a lounge sofa, encouraged by the father. The advertisement ends with contact details for Breezair together with a strapline, 'Life's cool'.

THE COMPLAINT

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

'..... children jumping on beds is just asking for children to copy such actions when they are excited, and we all know that this is a very typical way for accidents to happen.'

'Such advertisements do send wrong messages to children and parents alike.'

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, within the context of prevailing community standards, the advertisement did not contravene the provisions of the Code relating to health and safety, and that it did not breach the Code on any other grounds.

Accordingly, the complaint was dismissed.