



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 233/02                          |
| 2. Advertiser                 | Stihl Pty Ltd                   |
| 3. Product                    | Hardware/machinery              |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 8 October 2002         |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a man using a brushcutter to trim grass that is growing around a power pole. The man is attired in normal outdoor clothes plus protective safety clothes. The brushcutter appears to cut through the power pole which then falls onto a parked car. The final scene, shows the man walking away, and the caption, ‘Stihl power – not just for professionals.’

## **THE COMPLAINT**

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

*“... I was horrified to see an ad appear twice, which advertises the use of STIHL motorised chainsaws ... This is advertising the use of dangerous tools in an irresponsible way, causing possible death or injury to any passer by, and vandalising public and private property ...”*

## **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 that the television advertisement depicted a brushcutter not a chainsaw, which would clearly be incapable of cutting a power pole.

Accordingly, the Board did not consider that the material contravened the Code in relation to health and/or safety.

Determining that the advertising material did not breach any other provisions of the Code, the Board dismissed the complaint.