



CASE REPORT

1. Complaint reference number	235/06
2. Advertiser	IKEA
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a little boy entering an IKEA store with his parents while the question is posed “When a six year old boy comes to the IKEA store, what does he think?” We hear the little boy ask “Why do we have to look at so many kitchens?” (as the boy is seen ensconced at a video game console in one of the room sets); “Curtains and blinds. Boring!” (as he is seen rushing madly around the ball room; and “Mum. I wanna go to the toilet!” as he sits in the IKEA store café eating a meal and ice cream. The boy is then seen in the back seat of his parents’ car as they leave the car park, looking tired but happy. A male voiceover announces “There’s more to discover when a six year old comes to IKEA” and in reply a boy’s voice adds “Not bad....for a shop”.

THE COMPLAINT

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

6 year old goes to IKEA furniture store and leaves the store in the back seat of a sedan WITHOUT wearing a seat belt or in a car seat. This is dangerous & unlawful.

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this *advertisement* included the following:

We have taken this complaint very seriously as the safety of children is of paramount importance to us. When supervising the shoot we ensured that the child talent was wearing a seatbelt and sitting in a booster seat so that the belt would fit correctly.

Max’s mother and father were on set all day. They were adamant that he wore a seatbelt at all times while in the car to ensure he was safe.

The Booster Seat....has no back to it which is why you cannot see it in the television commercial. The requirement of the Booster Seat is to lift him up so that the belt sits correctly on him.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”) in particular whether it depicts material that is contrary to prevailing community standards on health and safety.

The Board noted that the complainant was of the view that the child depicted in the advertisement was depicted not wearing a seatbelt while in a moving car.

The Board noted the advertiser’s assurance that the child actor used in the advertisement wore a

seatbelt at all times in the car. The Board accepted that the particular aspects of the car and the boy's position in the car shown in the advertisement were sufficiently fleeting and of insufficient detail as to make it not obvious whether the child is or is not wearing a seatbelt.

On the basis that the advertisement was insufficiently clear and that it was not obvious that the child was not wearing a seatbelt, the Board accepted the view of the advertiser that there was an appropriate child restraint in use in the advertisement. The Board considered that the advertisement did not depict material that was contrary to prevailing community standards on safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.