



## **CASE REPORT**

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| 1. Complaint reference number | 259/03                                   |
| 2. Advertiser                 | O'Brien Glass Industries Ltd (Clarksons) |
| 3. Product                    | Housegoods/services                      |
| 4. Type of advertisement      | Radio                                    |
| 5. Nature of complaint        | Health and safety – section 2.6          |
| 6. Date of determination      | Tuesday, 12 August 2003                  |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement simulates a call to an emergency services operator by a child reporting: “There’s glass everywhere. It smashed by itself.” After checking the child is unhurt, the operator asks the address and assures the child that a mobile unit will be sent straight away. After the child says: “Please hurry before mum gets home,” a male voice states: “24 hours a day, seven days a week, Clarksons can take care of any broken glass, fast. Clarksons. Glass with care. Any time, any where.” The advertisement concludes with telephone contact information.

## **THE COMPLAINT**

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

*“...the content encourages children to invite strangers into the home when their parents aren’t present. The ad script replicates a call to an emergency line, with a child reporting a glass breakage and encouraging someone to come before their mother returns...this ad sends the wrong message—particularly in relation to the ‘stranger danger’ message which parents are encouraged to teach their children.”*

## **THE DETERMINATION**

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

Following consideration of information submitted by the advertiser, the Board determined that the content of this advertisement did not contravene the health and safety provisions of the Code.

It further determined that the material did not breach the Code in any respect and, accordingly, dismissed the complaint.