



CASE REPORT

1. Complaint reference number	262/08
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	Wednesday, 13 August 2008
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a mother tucking her daughter into bed and saying "Lights out". With an oven mitt on her hand, she then removes the light globe from its socket in the child's bed lamp while the lamp is still on. Text appears on screen asking "Want to save money on lighting?" The sound of a light bulb being screwed in is then heard, to illuminate a dinner table where guests are waiting to eat a meal, and looking surprised at the economy of lighting shown by the mother. The mother removes the oven mitt from her hand and smiles, seeming a bit embarrassed. Shots are then shown of a variety of lighting fixtures available from IKEA with a female voice over explaining "With a wide range of attractive affordable designs, there's more lighting to love at the IKEA store."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I object to this ad because I feel that it sends the wrong message to children. We are always telling them to turn everything off at the switch before fiddling with it. Apart from the fact that light bulbs become extremely hot, it is dangerous to do this when the light is still on. The ad should have had the mum switch the light off first, then take the bulb out. I really can't connect the actions of the mum with the slogan of 'want to save on lighting?' then mention IKEA's lighting section. It would make more sense if light bulbs were really expensive, and this was an ad for saving on buying light bulbs.

The fact that it is obviously a live socket that she is removing it from, electricity is nothing to play with, it is showing the oven glove as a removal tool, so one would assume the globe is hot. At no stage did this advertisement show the person turning off the light power before removing the globe, this should have been a priority for safety reasons at least. I feel that it was of poor content for this reason. I can understand saving power if it is done correctly and safely.

THE ADVERTISER'S RESPONSE

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

The purpose of this ad was to communicate the low-priced lights available at the IKEA stores in Perth and Adelaide. It was a light-hearted and slightly extreme example of the lengths someone might go to, to save money on lighting. The ad was given a W rating by CAD and as such did not air during any children's or pre-school programs.

The TVC was being shown on air for 2 weeks to support our Refresh/Renew/Renovate promotion. The ad ceased to air as of last Saturday (26/7/08). At this stage we have no plans to run this commercial again in the future.

THE DETERMINATION

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

The Board noted the complainants' concerns and reviewed the advertisement under Section 2.6 of the Code that deals with prevailing community standards on health and safety.

The Board viewed the television advertisement and noted that the woman removed a working light globe from a bedside lamp and replaced it in another light fitting. The second socket was also 'live' as the globe immediately lit up.

The Board considered that it is a very dangerous practice to remove and replace light globes when there is a live electricity current running through the socket.

The Board further considered that members of the community would consider this advertisement to depict unsafe behaviour that contravened prevailing community standards on health and safety.

The Board agreed therefore that the actions portrayed in the advertisement were in breach of Section 2.6 of the Code.

Finding that the advertisement was in breach of the Code the Board upheld the complaint.

ADVERTISER'S RESPONSE TO DETERMINATION

Comments which the advertiser made in response to the determination regarding this advertisement included the following:

No response had been received from advertiser at time of printing, however advertiser's original response advised campaign had been discontinued.