



CASE REPORT

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| 1. Complaint reference number | 269/08 |
| 2. Advertiser | Cerbis Ceramics |
| 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 | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features two young children sitting on a bathroom floor, wearing towels on their heads and holding lighted candles as the only illumination. The girl is relating to her younger brother, in a very expressive story-telling voice, the tale of Aladdin. As the story unfolds we see into the imagination of the boy as he visualises the story in his head. In the middle of a tense part of the story, the children's mother enters the bathroom door and asks with a smile "What are you kids up to?"

THE COMPLAINT

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

It shows a dangerous situation which children might imitate. All children at some stage have wrapped a towel around their heads. Couple that with a naked flame and it is dangerous. Too many children are burnt whilst playing with fire and this ad makes it look appealing

THE ADVERTISER'S RESPONSE

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

I am the manager of Cerbis Ceramics. I was also the one responsible with the help of the production company for the creation of the t.v advertisement which is being investigated. I would like to say that I totally disagree with the accusation made against our ad. Firstly the girl in the ad is 13 years old. I think at that age she is more than old enough to know what is right and what is wrong and to be careful when holding a candle and to make sure that her younger brother is being responsible with the candle as well. I would just also like to point out that the kids are sitting in a double shower, a safer place in a house I cant think of when holding a candle.

I would also like to point out that every Christmas time we have carols by candlelight where kids much younger than the ones seen in the ad get to hold candles in places much more dangerous than the bathroom. Does this mean we should ban this event also, I think not. There are programs on t.v these days at times where young kids are still watching t.v that are much more offensive that show sex scenes, drug taking, the use of offensive language. Also most kids these days have access to the Internet where they have the option to look at everything and anything. We should look at these sorts of shows with an eyebrow raised and not a t.v commercial showing a loving sister telling her younger brother an Aladdin story.

I hope you take into consideration the points I have put across and my line of thinking because to take this commercial off the air would be a total injustice.

THE DETERMINATION

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

The Board reviewed this television advertisement under Section 2.6 of the Code which deals with prevailing community standards on health and safety.

The Board noted the two children featured were wearing towels and holding candles and were seated in the shower recess of a tiled bathroom.

The Board considered that although the children were holding candles they were not engaging in unsafe behaviours as they were sitting still and merely holding the candles, not waving them around.

The Board further considered that the mother was depicted as taking appropriate action by checking on the children's activities and enquiring what they were doing.

The Board agreed that the actions of the children would not be considered at odds with prevailing community standards on health and safety and therefore the advertisement did not breach of Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.