



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 275/02                          |
| 2. Advertiser                 | Barbecues Galore                |
| 3. Product                    | Housegoods/services             |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 12 November 2002       |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This advertisement depicts two men at a barbecue, with the barbecue collapsing and catching fire. The voiceover asks: “Got a burning desire to save money?” Images of various types of barbecues and outdoor furniture are then displayed with voiceover descriptions and prices. The advertisement then cuts back to the two men cooking on their collapsed barbecue as one says: “I reckon they’re about done mate.” The two men then nod to each other. The final sequence is the voiceover and text reading: ‘Barbeques Galore – Catalogue Sale on Now’.

## **THE COMPLAINT**

Comments which the complainant/s made regarding these advertisements included the following:

*“...My reason is one of sensitivity, I personally feel that in this very tragic time that Australians are experiencing an advert showing an innocent act...of two men attempting to cook a barbecue, then having the whole thing explode into flames is something I feel that most Australians could right now do without, let alone any surviving Bali bomb blast victims...”*

## **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 considered that the advertisement had obviously intended humor, and determined that it did not contravene the Code’s provisions relating to health and safety.

It further determined that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.