



CASE REPORT

1. Complaint reference number	291/99
2. Advertiser	Hasbro Aust Ltd (Playskool Gloworm)
3. Product	Toys & Games
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6 Other - Miscellaneous
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a number of scenes of babies in their cots as voiceover says ‘What if the little ones made the toys? They might make a little cuddly crib toy glow with light when they squeeze it. Just so they don’t have to be alone in the dark. Imagine that – Gloworm from Playskool. You learn something new every day’. In one scene, a child is sleeping face down in a cot next to a Gloworm doll.

THE COMPLAINT

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

“With all the publicity over the last few years from SIDS, raising people’s awareness of the dangers of letting little babies sleep on their stomachs, I feel this is totally irresponsible.”

THE DETERMINATION

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

The Board determined that the depiction of the sleeping child in the advertisement did not contravene prevailing community standards on safety. The Board noted that the child in question appeared to be of a sufficiently large size to be mobile while sleeping, confirmed by the advertiser’s advice that the child was nine months of age and therefore beyond the predominant risk period of Sudden Infant Death Syndrome. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.