



## **CASE REPORT**

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| 1. Complaint reference number | 302/02                                     |
| 2. Advertiser                 | Sheldon & Hammond Pty Ltd (Zippo Lighters) |
| 3. Product                    | Retail                                     |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Health and safety – section 2.6            |
| 6. Date of determination      | Tuesday, 10 December 2002                  |
| 7. DETERMINATION              | Dismissed                                  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a man relighting the Torch on the Statue of Liberty with a Zippo lighter. He appears to be a security person and at an appointed time he is seen to walk up a long flight of stairs to where the torch is located. He then proceeds to re-light the Torch and the final image is the text: ‘USE IT TO START SOMETHING.’

## **THE COMPLAINT**

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

*“ I find it totally irresponsible to screen an ad encouraging people to light something up, at a time when most of the state is at extreme fire risk...”*

*“...I feel that the by-line of this ad is inappropriate at any time in Bush Fire season...”*

*“...This has to be one of the most offensive and irresponsible ads to run during the Bushfire season...The desire for advertising revenue really makes a mockery now of their concern for the (fire) 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 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 any other provisions of the Code and, accordingly, dismissed the complaint.