



CASE REPORT

- | | |
|-------------------------------|---------------------------------------|
| 1. Complaint reference number | 306/99 |
| 2. Advertiser | Group SEB Aust Pty Ltd (Tefal Kettle) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of cabin in a snowstorm, with the sound of a pager beeping. Inside the cabin, a man looks at the message, begins to hurriedly pull on his boots and jacket and starts to boil some water in an electric kettle. Voiceover says ‘For times when you need to act fast, Tefal created the Vitesse kettle. It’s so fast, it can boil a cup of water in just 30 seconds’. The man then pours the boiled water into a cup, takes it outside, throws it over the ice covered windscreen of a four wheel drive vehicle parked outside and drives off. Voiceover says ‘Which is convenient when every second counts’ and the advertisement concludes with the superimposed words ‘Tefal. Brings out your best’.

THE COMPLAINT

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

“Any idiot knows that if you throw hot water onto a frosty windscreen, the chances are the windscreen will crack. This is the most dangerous and most stupid as I’ve ever seen.”

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 advertisement did not contravene prevailing community standards on safety, noting the advertiser’s advice that all modern windscreens would withstand being splashed with boiling water without cracking. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.