



## **CASE REPORT**

1. Complaint reference number	308/03
2. Advertiser	IKEA
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement reviewed by the Board opens with two young children, a boy and a girl aged between six and eight running into the lounge room of their home, asking their father, who is sitting in an arm chair, to take them to Ikea. The father then says, “That’s a great idea.” and begins to stand up from his armchair. As he stands up his leg gives way and he falls to the ground. The advertisement then shows the man lying on the ground with his lower leg pointing backwards facing his chest. The broken leg is highly exaggerated. The children look down on their father disappointed that they may not be able to go to Ikea. At that point a chimpanzee walks into the room carrying a stereo. It is followed by a well-built African American man who wears a black T-shirt with the words “Stand in Dad” printed across it. A musical track titled “Stand In Dad” plays in the background. The African American man excitedly states that he will take the kids to Ikea. The children jump excitedly and run out the door. They are followed by the “Stand in Dad”.

## **THE COMPLAINT**

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

*“This commercial is highly offensive, very disturbing, and completely unacceptable, particularly during family programming...”*

*“The visuals of the father breaking his leg are not only offensive to the normal person but also hideously grotesque and unacceptable. ...it is repulsive and quite frankly offensive that you would advertise such a product.”*

*“... the ad unnecessarily portrays pain and suffering of an individual amidst uncaring and selfish people. Not the sort of ad we need to push on the population.”*

## **THE ADVERTISER’S RESPONSE**

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

*“...our intention with this campaign was to produce an ad that took place in a fantasy world, a world where monkey’s arrive unannounced, larger than life characters are the norm and Ikea kid’s furniture makes the home a happier place...”*

*“The leg break in the commercial was designed to be “Monty Python like” rather than real. Our intention was to produce a piece of comedy that was not to be taken seriously.”*

*“...our target audience for this campaign is only adults and we have not bought spots in any programs aimed at children.”*

## **THE DETERMINATION**

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

The Board considered that most people would see the intended humour in this advertisement. The Board agreed with the advertiser that the sequences were over stated and unrealistic and as such did not breach the Code in relation to the provisions on violence. Accordingly, the complaint was dismissed.