



CASE REPORT

- | | |
|-------------------------------|---------------------------------|
| 1. Complaint reference number | 316/01 |
| 2. Advertiser | Godings (Echo) |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Wednesday, 11 December 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement features a photograph of a small child with a garden leaf blower over a caption reading, 'So easy a 2yr old can do it'. The advertisement also incorporates a graphic and text stating, 'Echo. Easy start. Unbelievable new technology. Come in & ask for a demo.' The Whittlesea address of Godings is included.

THE COMPLAINT

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

'Objection: Breaches safety guidelines Irresponsible manipulation of children for purposes of financial gain flouts all campaigns, principles dedicated to reducing deaths of children on farms etc.'

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 noted advice from the advertiser that, although the advertisement was distributed internationally by the manufacturer, it had been withdrawn locally following notification of public complaints.

The Board determined that, while the advertisement had been withdrawn, it did not contravene the Code in relation to health and safety, and that it did not breach any other Code provisions.

Accordingly, the Board dismissed the complaint.