



CASE REPORT

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| 1. Complaint reference number | 330/01 |
| 2. Advertiser | Furniture One Co-op Ltd (Sleep Lab) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 December 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens with a scene of a busy fruit market, with a young woman asking a young man, 'Have you seen Dad?' Following his pointing, the woman finds 'Con the Fruiterer' (Mark Mitchell) sleeping on a bed in the middle of the market. Another fruiterer says, 'Can we move him out of the way again, please?,' and a forklift is seen lifting Con and the bed onto a truck. With Sealy and Sleeplab logos superimposed, together with the caption 'Save \$400', Con is heard to say, 'Now that you can save four hundred bucks on the Sealy Posturepedic Ultimate Comfort, you should think about getting one for work. Beautiful. Save four hundred bucks, but only at Furniture One Sleeplab.'

THE COMPLAINT

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

'Mark Mitchell is lying on a mattress which is on the prongs of a forklift whilst the forklift is in motion. This goes against all WorkCover advice on the correct use for and of a forklift. It is also an inappropriate scene to display to impressionable younger persons who may be tempted to try similar activities if they can get near a forklift.'

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, taking account of the contextual humour of the advertisement, determined that the material within it did not contravene the health and safety provisions of the Code, and that it did not breach the Code on any other ground.

Accordingly, the complaint was dismissed.