



CASE REPORT

1. Complaint reference number	333/00
2. Advertiser	Queensland Dept of Mines & Energy
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a little girl at home involved in a variety of activities. She takes a bunch of keys, places one into the socket of a power-point and, in the manner of an electric charge, a crackling sound is heard and the picture implodes to form the shape of a cross/crucifix. A shot is shown of a power point which has the cross/crucifix in place of a three-prong outlet, followed by a shot of an electrical safety device. To accompanying text, a voiceover says, 'Electricity kills. A safety switch will cut power instantly. Contact your local electrical contractor or your electricity supplier for details.' The advertisement concludes with the text, 'Energex' and a telephone number, followed by the Department of Mines and Energy's logo.

THE COMPLAINT

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

'My concern is that children of this age learn by watching, copying and quite often doing the opposite of what they are requested not to do. They are too young to understand the finality of death and their curiosity and quest for experience transcends (sic) their ability to recall and differentiate between the real "DO NOT's" of a toddler's survival code.'

'What really alarmed us, was that 30 seconds after seeing the add (sic) with our two year old daughter, she proceeded to take a set of car keys and copy exactly what she saw on the ad!, fortunately we have put in all of our power points, child safety plugs. Children copy what they see on television, and the next two year old to copy may not be so lucky! We strongly feel that this is a genuine concern for the well being and safety of 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, while appreciating the points of view of complainants, felt that paramount were the importance of, and the benefit derived from, community awareness programmes such as this. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.