



CASE REPORT

1. Complaint reference number	336/99
2. Advertiser	Dreamland Bedding Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man with an apparent candlewick protruding from the top of his head. A match is struck and lights the wick as the man says “Light up with Dreamland’s 21st birthday”. The camera pans back to show a birthday cake upon which multiple images of the man are placed like burning candles, saying “Yes, it’s our 21st birthday and the presents are on us”. Voiceover then gives details and prices of various sale items. In the final scene, the man (in normal size) is shown appearing to blow out the burning ‘candles’.

THE COMPLAINT

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

“I wonder what would or could register in a child’s mind seeing this ad – possibly their friends or relatives would enjoy themselves as much as in the ad if they picked some matches up and lit someone’s hair.”

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 contain material that contravened prevailing community standards on safety, noting that the scene in question was presented in an exaggerated, unrealistic manner and would not conceivably encourage imitation. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.