



CASE REPORT

1. Complaint reference number	339/05
2. Advertiser	Douwe Egberts Australia Ltd (Senseo Coffee Pod Machine)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

In this television advertisement, a voiceover states: “ A sensational cup of coffee in 30 seconds is so easy with the SENSEO coffee pod system. ” A young boy is seen on his own in a kitchen taking a coffee pod out of the Senseo bag and opening the coffee machine to place the pod in the holder. After pressing a button, we see the coffee pouring from the machine into a cup then stopping. The boy is seen giving the cup of steaming hot coffee to his father in a different room then sitting beside him while his father drinks the coffee.

THE COMPLAINT

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

“This ad is extremely irresponsible from a health and safety perspective. The advertiser endorses very dangerous activities for the child. The child is seen to be in danger at all stages of this ad”.

“1) It is NOT OK (complainant’s emphasis) to show a young child operating such a dangerous appliance. 2) It is NOT OK to show a young child carrying a hot cup of coffee. 3) It is NOT OK to show a parent drinking the hot cup of coffee while his child sits in his lap.”

THE ADVERTISER’S RESPONSE

“We considered this a realistic portrayal of what an 8 year old might do and could safely do for his father....”

“We feel that the commercial does not create an aspirational atmosphere that would implicitly entice children to participate in or copy the activity.”

“...the son is shown carrying the coffee responsibly with two hands... walking slowly...(and) waits patiently for his Dad’s attention before handing the cup over.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the young child in the advertisement was shown to prepare and carry a hot beverage without parental supervision. The Board took into consideration the fact that the product being advertised does not involve manual pouring of hot water and that the coffee dispensed from the machine is at a controlled temperature. Despite these factors, the Board considered that there was a serious risk of harm to the child in the event that the child accidentally spilt the coffee on himself.

The Board was of the view that the preparation and carrying of steaming hot beverages by a young and unsupervised child is behaviour that is contrary to prevailing community standards on health and

safety. The Board considered that this advertisement did breach Section 2.6 of the Code. Accordingly, the Board upheld this complaint.

The Board determined that the advertisement did not breach the Code on any other grounds.