



## **CASE REPORT**

1. Complaint reference number	363/00
2. Advertiser	John Danks & Son Pty Ltd (Home Hardware)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays two animated model dogs surrounded by balloons and a catalogue. A sign, 'Home Christmas Party', hangs above them. One of the dogs is using a pump to inflate balloons while the other holds up the catalogue and describes various products and their prices to accompanying pictures and text. The talking dog takes an inflated balloon which he puts to his mouth. He is startled by the burst of another balloon above him and inhales his balloon's air. He finishes speaking (words inaudible) in an altered voice. The advertisement concludes with a dog on either side of the advertiser's logo, a choral rendition and text: 'Get the Know-How', and a voiceover: 'In the Christmas dogalogue. Out now'.

## **THE COMPLAINT**

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

*'I would submit that the characterisation of this practice, by the (otherwise indestructible) animated canines Randy and Sandy is questionable in the extreme .....*

*'I confirm that as a responsible corporate citizen ..... is concerned that an advertisement currently being shown on television across Australia ..... seems to demonstrate the unsafe practice of Balloon Gas inhalation.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

After considerable debate the Board was of the view, given the context of the advertisement, that the material within it did not go so far as to contravene prevailing community standards of Health & Safety as provided by the Code. The Board, accordingly, dismissed the complaint. Having noted that the advertiser had voluntarily modified the advertisement 'by cutting to another visual at the point of the accidental inhalation', the Board commended the advertiser for its prompt action in this regard.