



CASE REPORT

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| 1. Complaint reference number | 371/07 |
| 2. Advertiser | Carpet Call (Parador Flooring) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Monday, 19 November 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows rooms within a home as a male voiceover describes the qualities and special deals of flooring options. Information is given that Parador flooring neutralises harmful substances and unpleasant odours, showing photos of a dog, an ashtray containing a cigarette and fish as examples.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It shows a glass ashtray with a half-smoked cigarette resting on it, to prove the smell of tobacco smoke will not affect the product. My objections: It is school holidays, so children are exposed to this day-time commercial. It depicts smoking as an expected home activity with no warning about the dangers of the smoke to both the smoker and non-smokers in the home. It gives the impression smoking normally takes place inside the home. This is one product placement I find most objectionable and dangerous.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

As stated in the add our point is to neutralize any harmful odors in the home, therefore benefiting your health. The add was on TV for the month of September 2007, but is currently off air.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement encourages or condones smoking inside the house. The Board noted that it has a very strong position that smoking should not be glamourised or depicted in advertisements, other than in a quit smoking context. In the current advertisement the Board considered that the image of an ashtray in the context of bad odours and an advertisement for flooring that would resist bad odours, was not an image of smoking and did not promote or glamourise smoking. The Board determined that the image of an ashtray in the context of this advertisement was not depicting smoking and was not promoting an activity that is contrary to prevailing community standards on health and safety.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.