



## **CASE REPORT**

1. Complaint reference number	385/05
2. Advertiser	Sunbeam Corporation Ltd (Hair Straightener)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows a well-dressed attractive woman sitting in a driveway with her car engine running. It is obvious she is waiting for a companion who is running late. After tapping the steering wheel and checking her watch, she slams her hand to sound the car horn. A man hurries out, carrying his jacket and trying to put on his shoes, looking sheepish and apologetic. The woman mutters “Finally!” A flashback sequence shows the woman drying her hair with miraculous speed using the new Sunbeam Ionic Straightener and Dryer – hence her being ready long before her companion.

## **THE COMPLAINT**

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

*...irresponsible use of noise in advertising*

*...threatens the peace and health of neighbourhoods and diminishes the horn as a safety device”*

## **THE ADVERTISER’S RESPONSE**

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

*It is our contention that the horn use portrayal is both responsible and careful.*

*The sounding of the horn makes up around one second in a thirty second commercial.*

## **THE DETERMINATION**

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

The Board considered whether the advertisement’s portrayal of a woman beeping the car horn was a depiction of material contrary to prevailing community standards on health and safety. The Board noted the strong concern of the complainant’s about car noise and inappropriate horn sounding. The Board noted that such behaviour can be irritating to neighbours.

The Board noted however that people are not prohibited from beeping their car horns and that the beeping of the horn in the advertisement was short and for a purpose. The Board did not consider that the advertisement depicted behaviour that is contrary to prevailing community standards on health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.