



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 397/03 |
| 2. Advertiser | LG Electronics Aust Pty Ltd (Flatron Plasma Screen) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 November 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens on a scene of a motor vehicle driving over the side of a cliff in a very realistic and dramatic fashion. The scene then changes to show that this is not a live screening, but one being played on a flat screen television, as we cut to a man watching it from his home.

THE COMPLAINT

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

“There is nothing attractive or exciting about driving under dangerous conditions in a gung-ho manner. Death is death and should not be glamourised or used to sell a product.”

THE ADVERTISER’S RESPONSE

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

“It is the intention of the commercial to convey the feeling that whilst watching an LG Plasma screen you can be immersed into the action”.

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 that the advertisement clearly shows someone watching a video or television program.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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