



CASE REPORT

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| 1. Complaint reference number | 483/06 |
| 2. Advertiser | IKEA (Start The Car) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Tuesday, 12 December 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set at the checkout counter of an IKEA store when a woman, given her receipt, looks shocked at the total. Realising it is obviously less than she expected to pay, she smiles and assumes the operator has made a mistake. She quickly exits the store laden with bags, calling to her husband waiting in the car outside, "Start the car! Start the car!" As they drive off, ecstatically she shouts "Wh-hooo!"

THE COMPLAINT

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

I believe that the wrong message is coming across regarding ethical behaviour concerning mistakes in charging the customer. I am as a viewer take it to portray it is alright to not let the business know that a mistake has occurred and to just feel good I have gotten away with stealing.

THE ADVERTISER'S RESPONSE

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

The purpose of this ad was to communicate the extra low prices available on certain IKEA products. We used an existing commercial that was produced by IKEA Canada as we felt the premise was ideal for our promotion. The portrayal of the situation was meant to be a light-hearted look at how some people behave 'in real life'. I take Ms.Hoy's point that some people may think that this is acceptable behaviour – although obviously as a responsible retailer we don't advocate stealing.

The TVC was shown for 3 weeks to support our Adelaide store in weeks 45-47 and as this in-store promotion has finished, the ad is no longer on 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 viewed the advertisement and the actions of the woman running from the store and noted the complainant's comments that the advertisement was sending the wrong message about ethical behaviour.

The Board agreed that while the woman's behaviour might have been suggested as unethical, the advertisement was intended to be humorous and the woman had not in fact stolen from the store. The

Board agreed that it could find not find grounds on which to uphold the complaint with respect to the depiction of unethical behaviour.

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