



CASE REPORT

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| 1. Complaint reference number | 53/02 |
| 2. Advertiser | Storm Masters Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts the situation of an elderly woman falling in her home following a power failure during a storm. An announcer says “You can avoid being left in the dark” as the woman is heard to call out as she falls and a graphic appears providing a contact telephone number and email address for Storm Masters. Against a backdrop of thunder and lightening, the woman is seen and heard dialing a rotary telephone, and when connected saying “Sally, the power has gone off. I’ve had a fall and I’ve hurt myself.” She goes on to say that, being independent, she will call Storm Masters to install emergency light and power. The advertisement ends with a repeat of the graphic providing contact details, together with a caption reading: ‘The Answer To Emergency Light & Power,’ with a voice-over saying: “Storm Masters, the fully automatic light and power system for when the normal supply fails.”

THE COMPLAINT

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

“...seeing that Telstra issues warnings in the phone books about the dangers of talking on a phone during a thunderstorm, I feel that showing the public these images is contradicting Telstra’s warning. I’m sorry to be such a pain, but I think that it is important that the public is presented with proper images...”

THE DETERMINATION

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

The Board determined that the content of the advertisement did not breach the Code’s provisions relating to health and safety.

It further determined that the advertisement did not contravene the Code on any other grounds and, consequently, dismissed the complaint.