



## **CASE REPORT**

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|-------------------------------|------------------------|
| 1. Complaint reference number | 80/00                  |
| 2. Advertiser                 | The Light Factory      |
| 3. Product                    | Retail                 |
| 4. Type of advertisement      | TV                     |
| 5. Nature of complaint        | Other - Miscellaneous  |
| 6. Date of determination      | Tuesday, 11 April 2000 |
| 7. DETERMINATION              | Dismissed              |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement comprises shots of lighting merchandise at reduced prices, with male and female voiceovers. The script includes: 'Thousands of lights condemned to clear without redemption', 'Have mercy', 'I say, hang 'em from the ceiling' (a light fixture is pulled upwards to a ceiling by a cord), 'But hurry, before it's "lights out"' (the light fixture falls from the ceiling, its cord jolting to a stop, with a hangman's knot tied around its cord).

## **THE COMPLAINT**

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

*'My son suicided by hanging 8 years ago so I imagine you can see why this ad upsets me so much.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not raise any issues covered by the Code and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.