



CASE REPORT

1. Complaint reference number	89/03
2. Advertiser	IKEA
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 8 April 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a scene of a flock of geese rising from a lake to the wonder of a small girl, and flying towards the built up area of Melbourne. On arrival there, they fly directly into the high wall of what is revealed to be an Ikea building. All of the birds are indicated to fall to the ground, as a voiceover states: “Expect the biggest home furnishing store in the southern hemisphere. Ikea Richmond.” The advertisement ends on a full-screen graphic of Ikea products, with the company’s logo in the centre over a strap line reading: ‘Expect Change.’

THE COMPLAINT

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

“I have to agree with my nine year old in saying that I also think it is a disgusting and deplorable advert.”

“It’s quite disgusting...”

“I take offence at this commercial because it recreates images in my mind...of the terrible events of September 11th 2001 .”

“It is particularly offensive to survivors and family and friends of the September 11 attack on the Twin Towers in New York , and I found it in very bad taste...”

“I find this ad extremely offensive and the content has absolutely nothing to do with selling furniture.”

“Shows unnecessary cruelty...I also felt the ad was sick and in poor taste.”

“I think it is cruel and thoughtless and as it does seem to be geared towards young people it is likely they could be extremely upset.”

“I consider the advertisement to be quite tasteless and potentially upsetting to children and any animal or bird lover come to that. Its relevance to a furniture store is also highly suspect.”

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 considered that most people would views the advertisement as a humorous portrayal of an unreal situation that did not constitute violence as represented in the Code.

On further determination that the content of this advertisement did not breach any other area of the

Code, the Board dismissed the complaint.