



CASE REPORT

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| 1. Complaint reference number | 9/05 |
| 2. Advertiser | Breville (Phillishave Coldshave) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 February 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a man walking through an ice landscape. He uses a saw to cut a hole in the ice and places his face in the water beneath it. The voiceover asks “How far will you go to experience revitalization?”

THE COMPLAINT

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

“This is an extremely dangerous thing to do and if copied could cause drowning, particularly amongst children.”

THE ADVERTISER’S RESPONSE

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

“We do not believe the commercial in any way invites viewers to explicitly go out on solid frozen water with an ice saw, cut out a 30-40 cm thick piece of ice, and put their head in the water. Neither do we feel that the commercial creates an aspirational atmosphere that would implicitly entice adults or children to participate in or copy the activity.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

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

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