



Case Study

Health and safety



Case study

Health and safety - Section 2.6 of the AANA Code of Ethics

What did the ad include?

This TV ad for a finance product shows a man standing behind a toaster with a fork in his hand. Smoke is coming from the toaster, indicating something is burning. A voiceover suggests he use the smart part of his brain to make a good decision, rather than using his fork to retrieve the burning item. The fork then turns into a phone showing a finance app.



This ad has been recreated for training purposes.

What did the complainant say?

“It made me super uncomfortable watching this fool consider jamming a fork into a smoking toaster, and it can’t be good for a kid to see an adult consider such a stupid thing. This could have deadly consequences if a child were to try this.”

What did the advertiser say?


“The ad does not depict a person sustaining any injury, nor does it suggest or endorse such behaviour. The images portrayed were designed to be ‘fantastical’ in nature, so that the viewer could not translate any visual actions portrayed to be remotely realistic. The voice over cautions against using a fork to attempt to ‘save’ the burning item. It presents a comedic approach to adults making sensible financial decisions, by engaging the ‘smart’ part of their brain.”

What did the Community Panel say?

The Community Panel noted that the voiceover cautions against the man placing the fork in the toaster however considered that the voiceover does not override the strong suggestive imagery of the fork near the toaster. The Panel considered that while the ad may not depict catastrophic consequences, the suggestion itself undermines public messages about safe use of electrical appliances. The ad breached Section 2.6 of the AANA Code of Ethics.

More information

 [Ad Standards health and safety webpage](#)

 [Read full case report \(0224-21\)](#)

