



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0288/10
2	Advertiser	Webjet
3	Product	Travel
4	Type of Advertisement / media	TV
5	Date of Determination	14/07/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

We see a close up of a hand. Whilst it clicks its fingers, a male voice over talks about snapping up the best airfares and the time it can 'burn' trying to book means you often miss out on hot deals. The fingers of the hand are shown lighting up with flames, then the other hand comes in to shot and is shown extinguishing the flames.

You then see a picture of an airplane with the words "webjet.com.au" then the words "Experience the wonder" The hand comes back in to view then and we can see that the thumb has been bandaged.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I feel it inappropriate for children to see someone being pretty much fine after they or any part of them is on fire.

It is not giving an accurate description of what happens if you catch on fire.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

On behalf of our client I can say we would always treat any complaint about our advertising very seriously. This to my knowledge is the first we've ever had.

In this instance we point out firstly that for no Webjet commercial, including obviously this one, is CAD approval sought or wanted for airing in children's time.

Secondly, the concept of the commercial as the attached script suggests is to create a sense of urgency in consumers' minds when looking for the very best 'hot deals' in airfares which they could miss out on, in the 'time they burn' visiting different airlines to look for them.

What we show is a clearly surreal vision of finger clicking thumb to SFX of a raspy cigarette lighter somehow magically lighting the fingers.

But we then show the other hand jumping in to put out the flames, leaving the fingers smoking, the 'hot deals' having been snuffed out.

We respectfully suggest no adult would think it anything more than just that.

The gentle, humorous (to adults) reprise at the end of the commercial, revealing the bandaged thumb perhaps might also suggest to any child, should they happen to see the commercial, that setting fire to their fingers and thumbs will hurt them.

THE DETERMINATION

The Advertising Standards Board (the Board) considered whether the advertisement complied with the AANA Code of Ethics (the Code).

The Board noted the complainant's concerns that the advertisement is inappropriate for children to see as it does not show an accurate picture of what happens if a person is on fire.

The Board viewed the advertisement and noted the advertiser's response.

The Board noted that the advertisement depicts the fingers coming on fire after clicking the fingers in a manner akin to a lighter. The Board considered that this is not a depiction that would lead any person to become on fire and considered that the unreality of this depiction made it unlikely to give children any ideas about fire.

The Board considered that the depiction is not a depiction of material that would be contrary to prevailing community standards on health and safety as it is clearly an unrealistic depiction and that the advertisement does not breach section 2.6 of the Code.

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

