



CASE REPORT

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| 1. Complaint reference number | 29/04 |
| 2. Advertiser | Conrad Jupiters |
| 3. Product | Gaming |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a series of mystical-like images of all the areas and activities of the casino. The tagline is “Feel the rhythm”.

THE COMPLAINT

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

“I believe that with problems associated with GAMBLING being present in the community, [should] we be promoting it to our youngsters?”

THE ADVERTISER’S RESPONSE

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

“Our advertising is targeted to 18-39 year olds and the 40+ market. In addition to keeping with the “B” classification.... these spots have only appeared after 8.30 am in the morning.”

“Both Conrad Jupiters and McCann Erickson are fully aware of, support, actively endorse and adhere to the Responsible Gambling Code of Ethics (which includes Advertising and Promotion Guidelines) and the AANA code. We have a responsible attitude toward prevailing community standards in all our advertising activities and do take complaints of this nature seriously.”

THE DETERMINATION

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

The Board noted the advertiser’s comment that the advertisement was in keeping with its classification.

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

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