



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 91/04                           |
| 2. Advertiser                 | Just Jeans Group (Pty Ltd)      |
| 3. Product                    | Clothing                        |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 11 May 2004            |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts a group of teenage friends wearing Jay Jays clothing. A couple of the teenagers go on to the rooftop of a building and use big bins to pour liquids and jelly onto their other teenage friends on the footpath below. The teenagers laugh at each other and a passer by looks on perplexed.

## **THE COMPLAINT**

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

*“From a public safety point of view I see it as dangerous. We have experienced people dropping objects from bridges over roads that have lead to deaths. Depictions such as this that encourage anti-social behaviour for the sake of “cheap thrills” can only be a poor use of resources.”*

## **THE ADVERTISER’S RESPONSE**

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

*“...ensure that [the advertisement] showed friends doing it to other friends with soft substances (therefore not harmful) and you can see this in the advertisement as we have the talent waving at each other before the prank is pulled.”*

*“It was really disappointing for us to get a complaint concerning this advertisement as we had really tried to ensure through the changes, that we were within what is deemed ‘acceptable community standards’.”*

## **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 use of soft liquid and jelly and considered that it would not pose significant safety issues. The Board noted 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 and safety.

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