



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0410/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Newcastle United Jets FC</b>
<b>3</b>	<b>Product</b>	<b>Leisure &amp; Sport</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>13/10/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

The advertisement, Sheets, depicts two young men in a suburban backyard taking white sheets off a clothesline as a dog barks at them. They climb over a fence and meet a third young man. A fourth also arrives on the scene with a floral patterned sheet, which causes the others to laugh and give him funny looks. The advertisement then cuts to crowd footage from a Newcastle Jets Hyundai A-League match showing fans waving large banners and flags, and a male voice over encourages support for the Jets at their forthcoming match.

### THE COMPLAINT

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

*I object to the fact that the ad portrays stealing as acceptable behaviour to obtain something.*

### THE ADVERTISER'S RESPONSE

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

*Sheets is one (1) advertisement in a campaign of four (4) promoting Hyundai A-League matches, all of which feature the same four young men. As a collective, the ads are designed to celebrate the creativity with which Hyundai A-League fans support their clubs, and the stories behind what happens in the crowd.*

*The intent of this advert is to show how these young men will go to great lengths to support their club. While the complainant has stated that it appears that the boys are stealing, the advert does not specify that the young men are stealing. In fact the premise of the advert is that the backyard may be the family home.*

*The three other television ads in this campaign follow a similar plotline and feature these same characters in light hearted situations, including befriending an old lady at a haberdashery store when purchasing some material and embarrassing themselves by entering a store covered in green paint to purchase some more body paint.*

*The audience is encouraged to appreciate the playfulness and ingenuity that the young men display while supporting their football club. In the end, the overall impression from Sheets (and the other ads in the series) is that these characters are friendly, everyday young men who are passionate about football.*

*The advert was created to encourage young men to support their football club and neither condones nor endorses stealing.*

*For these reasons, it is our view that 'Sheets' does not contravene section 2.6 (or any other section) of the AANA Code of Ethics.*

## **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 complainant’s concerns that the advertisement portrays stealing as acceptable behaviour to obtain something.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement depicts two young men in a suburban backyard taking white sheets off a clothesline as a dog barks at them. They climb over a fence and meet a third young man. A fourth also arrives on the scene with a floral patterned sheet.

The Board noted the advertiser’s response that the men could be taking sheets from their own backyard. The Board considered that the depiction of the men exaggerating the size of the dog which barked at them as they took the sheets would strongly suggest that the backyard was not their own and that they had in fact stolen the sheets.

The Board noted the advertiser’s response that the advertisement is designed to encourage young men to support their football club. The Board considered that whilst the taking of the sheets would most likely be interpreted as stealing, most people would recognise that in the

context of the advertisement it is an act which is used to humorously convey the lengths people would go to in order to support their football team. The Board also noted that at no time does the advertisement encourage people to replicate the actions depicted in the advertisement.

The Board considered that the advertisement does not suggest that stealing is acceptable and determined that the advertisement did not depict “material contrary to Prevailing Community Standards on health and safety”

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.