

CASE REPORT

1. Complaint reference number	10/01
2. Advertiser	Just Jeans Group (Jay Jays)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6 Other - Miscellaneous
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

There are three television advertisements:

1. A young woman using an automatic teller machine drops a \$5 note and coins. A youth picks them up and she smiles her appreciation. He runs away with the money, with the woman in pursuit, accompanied by superimposed text, 'All you need is loose change.' Shots follow of the advertiser's merchandise and prices. The advertisement concludes with the young woman escorting the young man from a Jay Jays outlet by restraining his head in the crook of her arm, and the advertiser's logo.

2. A young woman smiles at a young man playing at a billiards table. As she passes, she slides her hand along the table edge, gathering coins which are resting on it. Another young man preparing to play notices that the money has gone while she sits counting it, accompanied by superimposed text, 'All you need is loose change.' The advertisement concludes with shots of the advertiser's merchandise and prices, and logo.

3. Two men are depicted on the green of a golf course, one of whom uses a coin as a marker before moving away so that his companion can putt. A young person runs by, scooping the money as he/she goes, leaving the men to confer and one to remark, 'Did you see that?', accompanied by superimposed text, 'All you need is loose change.' The advertisement concludes with shots of the advertiser's merchandise and prices, and logo.

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

'.....these advertisements are teaching our young to steal and lie and companies like these should be held responsible for any problems caused by the irresponsibility of their actions which cause problems in the community.'

'Just because there is so much violence, greed and selfishness in our society today does not mean that we should condone it by allowing the screening of commercials which foster and encourage tolerance of and de-sensitisation to such acts.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board was of the view that the advertisements were presented as lighthearted and humorous sketches and, as such, did not contravene prevailing community standards on Health & Safety. The Board determined that the advertisements did not breach the Code on this or any other ground and,

accordingly, dismissed the complaint.