



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 107/01                          |
| 2. Advertiser                 | L. J. Hooker Ltd                |
| 3. Product                    | Real Estate                     |
| 4. Type of advertisement      | Outdoor                         |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 8 May 2001             |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor advertisement is headed ‘Have you seen this little girl?’ and portrays a small girl hugging a teddy bear and the words, ‘Thank you, Mr Hooker’. Immediately below is the text, ‘So have most buyers! When you want to sell, we have more buyers waiting’, and a telephone number.

## **THE COMPLAINT**

Comments made by the complainant in relation to this advertisement include the following:

*‘I find this a gross form of manipulation of public empathy for a tragic situation. People are attracted to the sign precisely because they are briefly duped into thinking that a little child has been lost or abducted. .... It is also a gross misuse of children. .... what if my child was (sic) abducted and I had a poster put up asking the public to help. Would they take it as another L J Hooker advert and ignore it?’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.