



CASE REPORT

- | | |
|-------------------------------|---------------------------------|
| 1. Complaint reference number | 122/00 |
| 2. Advertiser | Wine Planet |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement intersperses shots of two men, the older of whom is tasting wine and parodying an esoteric description of it in an affected accent. The younger man is shown holding a bottle of champagne and listening to the description with an expression of amused exasperation. As the description proceeds, the young man grins impishly and opens the champagne with a pop. A cork stops the mouth of the older man. The young man smiles. A voiceover says: ‘Over 5,000 wines in plain English. Wine Planet dot com dot au’.

THE COMPLAINT

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

‘..... do you believe it is wise to show this remarkably naïve ad to an audience who at a stud night might just think it is a good idea to try it? It has always been known that champagne corks and their misdirection can kill or seriously maim.’

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the situation portrayed was clearly fictitious and presented in a humorous context. The Board, accordingly, dismissed the complaint.