



## **CASE REPORT**

1. Complaint reference number	122/99
2. Advertiser	SBS Corporation
3. Product	Media
4. Type of advertisement	Print
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises a photograph and text. The photograph shows a row of five test tubes some of which are filled with a yellow coloured liquid. Each of the test tubes is labelled. The first says, 'Name: Les Murray...Specimen number: Uri 063...Sex: Male.' The second (similarly) records details such as 'Jonny Warren ....Uri 085...etc.' The text includes the words (above the photograph) 'Our Sports Commentators Must Be On Something.'

## **THE COMPLAINT**

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

*'The fluid is obviously intended to be human urine...I think it is offensive to portray the use of human excreta in the promotion of goods or services...the "creative" team chose the Lowest Common Denominator approach, which is just too easy a trap to fall into. I believe it lowers community standards when the public is exposed to such offensive material...'*

## **THE DETERMINATION**

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

The Board determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.