



CASE REPORT

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| 1. Complaint reference number | 123/00 |
| 2. Advertiser | Courts Administration Authority (Fine Payment Unit) |
| 3. Product | Community Awareness |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

There are two print advertisements, each consisting of text on the right side and, on the left, a close-up photograph of a man with a small tuft of beard under his lower lip:

1. The man's eyes and mouth are open and a surgical instrument is inserted in his right nostril. The words, 'Pay now or pay through the nose later', are superimposed on his left nostril.
2. The man's eyes and mouth are closed. Surgical dressing protrudes from both nostrils, held in place by tape on which are superimposed the words, 'If you don't want to be paying through the nose, pay now'.

THE COMPLAINT

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

'Being a person who has never received a fine myself in my 60 years am totally disgusted about these ads and the way they would intimidate people who are struggling from day to day to make end(s) meet.'

THE DETERMINATION

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

The Board was of the view that the advertisements did not breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint.