



CASE REPORT

1. Complaint reference number	133/03
2. Advertiser	FOXTEL Management Pty Ltd (AFL)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 May 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

One of a series reviewed by the Board depicting similar situations, the television advertisement attracting complaint opens on a commuter transport scene, with one male passenger continually grabbing at another to impede his movement. After a superimposed caption asks: ‘Take your footy seriously?’ the scene changes to a professional football game in which one play continually grabs at another to impede his positioning for the ball. A caption-supported voiceover states: ‘Get Foxtel for footy around the clock. Your team. Every game. Every week.’ The advertisement ends with the advertiser’s logo and contact details.

THE COMPLAINT

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

“There are some very weak and easily influenced young people who think this is a great game and have been trying it out on elderly train travelers. It is highly dangerous because of the incidence of fragile bones in the elderly and could cause serious injury resulting in great suffering, expense and inconvenience to innocent train travelers.”

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 considered that the majority of people would identify with the intended humour in the depiction which it determined not to contravene the health and safety provisions of the Code.

As the material did not breach the Code on any other grounds, the complaint was dismissed.