



CASE REPORT

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| 1. Complaint reference number | 140/99 |
| 2. Advertiser | Big Colour Pages |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 May 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a man standing on a (fishing) boat presumably in the harbour and simultaneously conducting a telephone conversation with a potential customer for 'Big Colour Pages'. The man's script includes the words, 'Hello, Mr Chips ...Look Mr Chips, for \$500.00 can you tell me what page is "Fish" is listed in the Big Colour Pages?...'. While he is talking there are close up visuals of a dead fish including one where the fish is gutted and its head chopped off. The head rolls off the chopping board and is shown falling onto the boat's floor.

THE COMPLAINT

Comments which some the complainants made regarding this advertisement included the following:

'(The advertisement) is very sickening and made in bad taste. The other night it was shown right on dinner time and as I sat down to eat my dinner it made feel sick (sic) when the fish gut were going (sic) cleaned out of the fish and the fish head dropped on to the deck of the boat. I feel this ad is not for family showing.'

'I am not opposed to advertising with a difference, however when exposed to the graphics of this particular advertisement I find it difficult to understand how this form of advertisement passes censorship.'

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 standards and views and did not breach the Code. The Board dismissed the complaint.