



CASE REPORT

1. Complaint reference number	146/99
2. Advertiser	Just Jeans Holdings Ltd (Jay Jay's)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Miscellaneous
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows visuals of a group of three elderly men playing ‘two -up’. As the coins are tossed upwards, they (the coins) seem to ‘disappear’ and the men are shown scratching their heads and looking around for them. There is then a shot of two young people sitting just above the men (out of their view) and collecting the coins. One of the young people, with a gleeful expression on her face, opens her hand to reveal a number of coins. The words, ‘All you need is loose change’ are superimposed on the screen. The advertisement then goes on to show a number of models wearing the advertiser’s garments and providing details of prices etc.

THE COMPLAINT

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

‘That sort of glamorized selfishness does influence attitudes and behaviour, and mothers all over Australia who try to teach their children sharing and caring wring their hands in despair (sic) as they try to counter-balance the cutely depicted but really mean spirited message...Seen in isolation that ad is at best a serious lapse of standards. In the context of a general evening’s viewing, having just seen on the News the sickening item of old folk brutalized and robbed by young people, the ad really is appalling. And it was screened on Anzac Day. How thoughtless and cruel is that.’

‘I find this advertisement very offensive in light of our current ANZAC remembrance day. The young kids are making fun of the old diggers...I feel Jay Jays inadvertantly (sic) are sending this message that it’s OK to steal money from others, disrespect your elders and run off to buy clothes with that “loose change.”

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, while appreciating the complainants’ personal points of view, determined that the advertisement’s portrayal of the characters concerned did not constitute discrimination or vilification and did not breach the Code on this ground. The Board was satisfied that the advertisement would not offend prevailing community views and did not breach the Code on any other ground. The Board dismissed the complaint. Board members noted the contextual humour of the advertisement.