



CASE REPORT

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| 1. Complaint reference number | 147/01 |
| 2. Advertiser | Telstra Corporation Ltd |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a couple in a domestic setting, with the man talking on the telephone and the woman evidently awaiting her turn. When she takes over the call after the man says ‘that’s my half-hour,’ the scene changes to show their son (‘Daniel’) on the receiving end of the call. Following a caption and announcer’s voice advising that Telstra customers can get a half-hour block of free call time after a half-hour of paid call to any of 230 countries, the son is shown with a young woman wearing a T-shirt. The son says into the telephone ‘Yes Mom, the T-shirt came in real handy’ before a closing Telstra logo.

THE COMPLAINT

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

‘This is a blatant use of sex to sell. It also denigrates the mother’s concern.’

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 did not constitute a contra-vention of the Code’s provisions relating to the portrayal of sex/sexuality/ nudity, and that it did not breach the Code on any other grounds. Accordingly, the complaint was dismissed.