



CASE REPORT

1. Complaint reference number	149/00
2. Advertiser	Sabre Corporation Pty Ltd (Freeman)
3. Product	Toiltrees
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Every family has its problems. Except the Freeman’s (sic)’ and ‘Freeman. Every bodies (sic) favourite’, depicts a group of 5 people posing outside a house under a vine-covered trellis. A man and a woman are each seated on cane chairs and two girls and a boy stand between them. A rope is noosed around the neck of one of the girls, each of the ends of which are being held by the boy and the other girl. Everyone in the group is smiling, while the ‘roped’ girl protrudes her tongue and parodies a gagging expression. At the bottom of the advertisement are text and an inset of five Freeman products.

THE COMPLAINT

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

‘Research from Australia and around the world points to the fact that images such as these may cause copy-cat attempts and ultimately a loss of life.’

‘The scene pictured goes against everything we teach our families to do. Putting anything around anyone’s neck is taboo!’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement, a whimsical portrayal of a family, did not contravene prevailing community standards on health and safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.