



CASE REPORT

1. Complaint reference number	149/99
2. Advertiser	Adidas Australia Pty Ltd
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a series of sports related scenes over which are superimposed a number of phrases. In sequence, the scenes are a schoolchildren's soccer game with the words 'Take the local championship', a family group celebrating a televised soccer match with the words 'Take the world cup', a bicycle race with the words 'Take first place', a marathon runner being wrapped in a thermal blanket with the words 'Take last place', a woman playing tennis with the words 'Take control of the stadium', a group of men riding skateboards with the words 'Take control of the streets', a man and boy playing basketball with the words 'Take it seriously', a BMX bicycle rider performing an aerobatic stunt with the words 'Take it very seriously', two girls in a karate match with the words 'Take the first shot', a swimming relay race with the words 'Take the last leg', an argument between a spectator and a football player with the words 'Take it easy my friend', a group of children playing with water pistols with the words 'Take a run around in circles', an athlete running on a track with the words 'Take a run around the stadium' and a boy kicking a soccer ball in his bedroom with the words 'Take your own approach'.

The advertisement concludes with the words 'Take whatever you want', followed by the adidas name and logo.

THE COMPLAINT

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

"This advert ... has the ability to cause incitement of our young and middle aged persons ... this is obscene in that it/they adidas are not promoting sports at all in these words but Dangerous Anarchy ... it is these what I call subliminal messages which 'youth' pick up on, moreover those weak minded people (on drugs) or have a mental condition which phrases or ads like these trigger their mental state."

"I find grossly offensive ... the 'TAKE WHAT YOU WANT' aggressive, no consideration for others, attitude."

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 advertisement did not contravene prevailing community standards on health and safety. The Board noted that the phrases used within the advertisement were clearly intended to be interpreted in a sporting context, particularly given their use in conjunction with various sporting scenes and images. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.