



CASE REPORT

1. Complaint reference number	153/98
2. Advertiser	Pacific Dunlop Ltd
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts an Australian athlete standing on the podium (presumably having won a medal). The national anthem is being played. The advertisement then shows the bottom half of two legs one wearing a green sock and one wearing a gold sock. The socks are slowly rising up as the music plays on. A voiceover then says, ‘Pull your socks up Australia ...support our Olympic team, buy a pair of green and gold socks for green and gold sock day.’ The words, ‘Green and gold sock day September 15’ are then superimposed on the screen.

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘...I take extreme exception to 1. The use of our National Anthem and the socks being raised to the tune which I believe belittles the raising of our National Flag to the strains of the National Anthem and 2. The fact that there is a ‘voice over’ during the playing of the National Anthem.’

THE DETERMINATION

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

Members of the Board determined that the advertisement did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.