



CASE REPORT

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| 1. Complaint reference number | 155/02 |
| 2. Advertiser | Sanyo Australia Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement referred to the Board opens on a lawn bowls scene. As play proceeds, a close up view of a male face shows the man to be struggling to stay awake. While a sports commentator refers to the excitement, the man falls asleep. The camera view widens to show he has been watching the game on a large screen. An announcer's voice says: "Sanyo digital projectors. So real, you'll think you're there." The advertisement concludes with a graphic comprising title text reading: 'Sanyo Vision,' a caption reading: 'get the bigger picture,' and subsidiary text naming retail stores.

THE COMPLAINT

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

"The insinuation is that lawn bowls is a dull and boring game. I find this ad insulting and denigrating to a sport which has tens of thousands of participants."

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 considered that most people would regard the advertisement as humorous, and determined that it did not contravene the Code on any grounds.

Accordingly, the complaint was dismissed.