



## **CASE REPORT**

1. Complaint reference number	155/03
2. Advertiser	Dodo Internet Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The two television advertisements referred to the Board feature a young boy and an animated ‘Dodo’ character. In one advertisement, the bird character appears after the pie-eating boy asks: “Is there anyone out there who can deliver an ‘all you can eat’ broadband Internet connection?” After a click of the character’s fingers doubles the size of the pie being eaten by the boy, it advises that a Broadband Unlimited Package is available at \$64.90 per month, with a graphic adding that the offer is available in capital cities only and requires a \$169 connection fee and credit card payment monthly in advance. Before biting into the enlarged pie, the boy tells the character: “That’s the tastiest broadband deal out there.” With a mouthful of pie, he adds: “You’re my hero.” In the second advertisement, the boy, balancing a heap of pies, tells the Dodo character: “Your super fast broadband connection has saved me from Internet starvation.” Both advertisements end with a graphic repeating the offer and providing telephone and Internet contact information.

## **THE COMPLAINT**

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

*“With increasing concerns over child obesity and children not playing outside as much as they used to, I feel it is a poor judgment on Dodo’s part to send the message that it is OK for children to be obese and that computer style entertainment should form a large percentage of a child’s daily entertainment.”*

*“I find it both inappropriate and tasteless that an overweight young boy has been used in a ridiculous and humiliating way as a form of advertising.”*

*“I find this extremely offensive—there are enough overweight children around as it is...”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertiser’s response that it did not intend to demean or exploit children, but only to ‘seek to highlight that our service offering is the tastiest deal out there.’

The Board determined that, within the context of prevailing community standards, the depictions did not constitute discrimination and/or vilification or otherwise offend the Code in relation to health and safety.

Finding that the content of these advertisements did not breach the Code on any other grounds, the

Board dismissed the complaint.