



CASE REPORT

1. Complaint reference number	162/99
2. Advertiser	Telstra Corporation Ltd (MobileNet)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a woman apparently discovering a present with some excitement. When she sees it to be a toaster, she appears momentarily confused but then places it to her ear expectantly. A voiceover says ‘You can’t talk to your mum on a toaster can you? Well, how about a bargain priced mobile phone for Mothers’ Day on MobileNet’s lowest ever \$10 digital access plan. There’s the popular Philips Twist for \$29 or the marvellous Motorola Jaz DB for only \$79. That would make life easier for mum, wouldn’t it?’

During the voiceover, images of the mobile phones referred to are shown, seemingly ‘popping out’ of the toaster. The woman is then shown again, still holding the toaster to her ear saying ‘Hello? ... hello?’. The advertisement concludes with the voiceover saying ‘So pop down to your nearest MobileNet Dealer and spoil your mum rotten’ followed by the Telstra logo.

THE COMPLAINT

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

“No idiot in his or her right mind is going to expect a phone call on a toaster! The whole ad is very denigrating to women in general, and gives the impression that all mothers are dimwitted idiots.”

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 portray material that constituted discrimination or vilification and would not offend prevailing community views and standards, particularly given its humorous context. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.