



CASE REPORT

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| 1. Complaint reference number | 168/04 |
| 2. Advertiser | Kosciusko Thredbo Pty Ltd (icebox) |
| 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 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man climbing inside an icebox at a petrol station. The tagline is: ‘You just don’t get over a trip to Thredbo.’

THE COMPLAINT

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

“Being a TV station where thousands of children etc watch your station, it would be beyond doubt there would be some a little more adventurous than most. But it only needs one and if this was attributed to your ad, then how would you feel towards this ad if it was your child or whatever. ”

“My concern is that this is portraying a seriously dangerous act (probably deadly), as if it is just some casual thing that people do.”

“I am very concerned that children may not be aware of the danger inherent in this activity. My main concern is obviously that, being unaware of the danger, they may decide to copy the act.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The premise of the campaign is that ‘you won’t get over a trip to Thredbo’. With that in mind, we have chosen some of the enjoyable scenarios that our customers might experience while they are down in Thredbo and used hyperbole and exaggeration to create humorous situations back ‘in their normal lives’.”

“We definitely understand that climbing in to an icebox is not ‘normal’ behaviour.”

“We have purposely used this hyperbolic, ‘abnormal’ behaviour to create what we believed were humorous situations within the 15 seconds.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.