



CASE REPORT

1. Complaint reference number	169/05
2. Advertiser	O'Brien Glass Industries Ltd
3. Product	Housegoods/services
4. Type of advertisement	Radio
5. Nature of complaint	Other - Social values
6. Date of determination	Sunday, 12 June 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is a radio advertisement for O'Brien Glass repairs. A father is heard to be reading a bedtime story to his son when his mobile phone rings. The father stops reading to the son and answers his mobile phone. The father can be heard saying on the mobile phone that he will attend to a smashed windscreen within 20 minutes. The father is then heard to hurriedly finish the bedtime story to his son so he can attend to his work. A further voiceover states: *"For glass replacement that goes beyond the call of duty, call O'Brien."*

THE COMPLAINT

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

"... In these times of the breakdown of the family unit and... fathers' poor relationships with their children... I find the message particularly destructive. I believe, however, that these persistent messages... that family (and especially children), SHOULD be low priority in our lives, do affect peoples' attributes and behaviours..."

THE ADVERTISER'S RESPONSE

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

"... we do not see that the advertisement is in breach of any of the provisions of section 2 of the Code or indeed any other provision of the Code."

"The thrust of the advertisement was to highlight a commitment to our customers at all times and our appreciation of the security issues involved when a person's property is vandalised. The suggestion that the advertisement undermines a father's responsibility towards his family should be promptly rejected as there is no evidence to support this allegation... [the complainant's] interpretation of the advertisement is exaggerated and places an unnecessary negative slant on an advertisement that otherwise portrays a seemingly common place situation of conflict between family and business life."

THE DETERMINATION

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

The Board was of the view that the advertisement focused on an employee's commitment to his job and did not condone nor promote a low level of interest in family life.

The Board determined that the majority of people would interpret this advertisement as highlighting a

commitment to customer service and that most people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (social values).

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