



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 173/00                          |
| 2. Advertiser                 | One.Tel Ltd                     |
| 3. Product                    | Telecommunications              |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 13 June 2000           |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The three television advertisements, set against soul, operatic or rock renditions of the words, ‘You tell your friends about One.Tel’, comprise a collage of shots - people flying through the air Peter Pan/Superman style in various locations, people photographing them, news reporting on them and people observing them in amazement. A voiceover says, ‘The next generation in digital mobile networks is here. The next generation in digital mobile networks is here. The next generation is One.Tel.’

## **THE COMPLAINT**

Comments which the complainant made regarding these advertisements included the following:

*‘We are worried about this because we live in a pole house which is very high off the ground and because we are frightened that he (2 ½ year old brother) has gained the wrong understanding from what he has seen in this commercial.’*

## **THE DETERMINATION**

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

The Board determined that the material within the advertisements did not contravene prevailing community standards on safety and that the advertisements did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.