



CASE REPORT

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| 1. Complaint reference number | 174/00 |
| 2. Advertiser | Galaxy & Sons Pty Ltd (Zeropa) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 June 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises text and two photographs, one of a mouse, apparently dead, lying on its back, and the other of part of a mobile telephone. The text reads: ‘Great news. Unless you’re a mouse, it hasn’t been shown that electro-magnetic radiation from mobile phones could give you a brain tumour. Zeropa – reduces electromagnetic radiation – www.zeropa.com.au.’

THE COMPLAINT

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

‘This sort of image is highly offensive and unnecessary and has obviously been written without conscience or thought. We as a society have a responsibility to promote respect for all living things.’

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 breach the Code on any ground and that the depiction of the mouse within the advertisement would not offend prevailing community standards. The Board, accordingly, dismissed the complaint.