



CASE REPORT

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| 1. Complaint reference number | 178/04 |
| 2. Advertiser | Kosciusko Thredbo Pty Ltd (escalator) |
| 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 and woman sitting side by side on an upward moving escalator. The tagline is: ‘You just won’t get over a trip to Thredbo.’

THE COMPLAINT

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

“I am concerned that children might copy and sit down and have their fingers [or hair if leaning back] caught in moving steps.”

THE ADVERTISER’S RESPONSE

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

“The premise of this 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 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.