



CASE REPORT

1. Complaint reference number	181/98
2. Advertiser	The Premium Movie Partnership
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement, set to the music of a chanteuse, depicts a family and a small dog in three situations – in a lift, in a (Citroen) car, and in a lounge watching television. In each vignette, when a (farting) noise obtrudes, the camera homes in on the small dog. The advertisement concludes with the words, (voiceover) ‘Non-stop movies 24 hours a day. Showtime. It’s not the box, it’s the box office.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘One might think a lot of negative things about the Frenchs, but there are things they should know about them before choising a CLIP....Does one have to pick that peculiar clip ? Why ? Have the French-Australiens citisens not been insulted during the nuclears essais (sic)?’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the opinion that advertisement’s portrayal of the people concerned did not amount to discrimination or vilification and did not offend the Code. The Board dismissed the complaint.