



CASE REPORT

1. Complaint reference number	181/99
2. Advertiser	Crazy Ron's Mobile Phones
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with the word 'Warning' flashing in red letters followed by 'This is an apology from Crazy Ron for all previous commercials' and accompanying voiceover. A man is then shown speaking directly to the camera, saying 'Apologise? Apologise for what? Because I can guarantee the best deals in town? No apologies from me!' He continues speaking, describing the details of various mobile telephone purchase options, all the time speaking in an extremely rapid and highly animated manner

THE COMPLAINT

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

"It is very crass and vulgar ... extremely obnoxious and an insult to viewers."

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 contain any material that raised issues under the Code. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.