



CASE REPORT

1. Complaint reference number	182/98
2. Advertiser	Psychic Revelations Pty Ltd (Suzane Myles)
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement employs the technique of a news broadcast. The broadcaster is recounting details of the search for a man missing presumed drowned at sea. The advertisement shows footage of rough seas and a rescue boat followed by the words, ‘...the man’s wife raised the alarm when he failed...’ At this point, a woman is shown switching off the television set. She turns to the camera and says, ‘If only he’d spoken to us.’ What follows is written information of how to contact the advertiser and a further voiceover saying, ‘For all that matters, contact Suzane Myles....’

THE COMPLAINT

Comments the complainants made about the advertisement included:

‘...my heart goes out to anyone who has recently lost a loved one. Not only do they have to suffer their grief, they are also made to feel responsible for the death which could have been avoided by contacting (the advertiser).’

‘(The advertisement)...depicts a news report of a man’s drowning...The language is emotive and the story horrifying. This is heightened by its apparent truth.’

‘(The advertisement) is an attempt to scare the public into using their product by depicting a tragic event and implying it could happen to them...’

THE DETERMINATION

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

Members of the Board, while understanding that the advertisement may have been upsetting for some members of the community, were of the view that it would not offend prevailing community standards. The Board was of the view that the advertisement did not offend the Code and dismissed the complaint.