



## **CASE REPORT**

1. Complaint reference number	185/99
2. Advertiser	Big Colour Pages Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Friday, 13 August 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a naked man, lying face down, being given a massage from a woman dressed in a low cut black singlet top. The man says to camera ‘Today I’m ringing Reverend Peters from Burwood to see if he’s made room for Big Colour Pages, the internet and phone directory’. He then picks up the telephone and says ‘Reverend Peters? Reverend, grab your Big Colour Pages, tell me what page you’ll find Happy Fingers Massage on and \$500 will go into next Sunday’s plate. Page 653? Gee, that was quick.’ He then holds his hand over the phone and says to camera ‘I think he’s been here before’. The advertisement concludes with voiceover ‘It’s worth making room for Big Colours Pages, Sydney’s internet and phone directory’.

## **THE COMPLAINT**

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

*“I found this advertisement very offensive ... about Ministers going to this massage parlour ... as far as I am concerned, this is slanderous.”*

## **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 portrayal of the people within the advertisement did not constitute discrimination or vilification, particularly given the advertisement’s overall humorous context. The Board determined that the advertisement did not breach the Code and, accordingly, dismissed the complaint.