



CASE REPORT

1. Complaint reference number	19/99
2. Advertiser	Pacific Access (Yellow Pages)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Two pairs of kids feet are shown sticking out from under a bed accompanied by the sound of giggling. The next visual is of the kids under the bed reading a magazine entitled, 'Babes.' The words 'entertain the kids...or they'll entertain themselves' accompany the above visuals followed by a visual of an open (yellow pages) phone book with the words, 'Look in the Talking Guides for ideas.'

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'The ad... showing young children looking at a magazine under a bed supposingly (sic) a girlie magazine !! Surely the message of the ad can be conveyed without resorting to this pathetic scene...as a mother I'm trying to bring my children up in a Christian way. I place so much emphasis on the right morals of life. Viewing T.V. undermines this...'

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 determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint