



CASE REPORT

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| 1. Complaint reference number | 196/99 |
| 2. Advertiser | Pacific Access Pty Ltd (Yellow Pages) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Political belief – section 2.1
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a scene of a young man, apparently suffering from a hangover, walking into a living room littered with empty bottles. Another young man asleep on a couch wakes up and also appears to be suffering from a hangover. They both notice a grandfather clock that appears to have been knocked over, with its face broken.

The scene changes to show one of the men making a telephone call, with an open Yellow Pages directory on his lap. He is saying ‘Yeah, it’s a real emergency. Thank you.’, then hangs up and says to other man ‘Hey they’re on their way’. He looks relieved then appears to gag, as if about to vomit.

In the final scene, the young man is seen sitting waiting by the broken clock when a doorbell is heard. The door opened and a pizza delivery man says ‘Two large pizzas?’. The young man says ‘Saved’ and the advertisement concludes with a shot of the Yellow Pages logo and details.

THE COMPLAINT

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

“... the advertisement condones and may promote the abuse of alcohol by young people, by implying that it is OK and normal to indulge in the activities depicted.”

“... my problem is the condition they had the house in ... if a tenant of social housing left a property in a mess such as this ad portrays it would make front page news ... we are trying to teach our children to have respect for themselves and their homes, this most certainly does not set an example for children to follow.”

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 men did not constitute discrimination or vilification, nor did their depiction, within the overall humorous context of the advertisement, contravene prevailing community standards on health and safety. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.