



## **CASE REPORT**

1. Complaint reference number	204/98
2. Advertiser	Psychic Revelations Pty Ltd
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows what appears to be news footage of a real aircraft accident. A male voiceover is commentating and says, '170 passengers on flight from Japan were injured earlier today...' The footage shows the plane, ambulances and stretchers being carried. The voiceover continues, 'when their Jumbo struck severe turbulence over the South Pacific. Passengers in the back of the plane had the worst of it...' The advertisement then shows a close up (colour) of a woman who appears to have been watching the news segment. She says, 'If only they'd spoken to us.' The advertisement concludes with the advertiser's details and contact number superimposed on the screen.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'I find this ad offensive and upsetting.'*

## **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 acknowledged that this sort of advertising could be offensive to a section of the community. However, the Board felt that the advertisement did not go so far as to breach the Code and dismissed the complaint.

The Board was, however, of the view that the advertisement could potentially be false and misleading to the extent that there is a suggestion that, had the victims (of the featured accident) contacted the advertiser, the tragedy would not have occurred. In light of this matter, the Board felt that the advertisement should be referred to the Australian Competition and Consumer Commission for its consideration.