



CASE REPORT

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| 1. Complaint reference number | 210/02 |
| 2. Advertiser | Australian Paper (Reflex) |
| 3. Product | Office goods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 September 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts an office scene where a man and an older woman are walking and conversing. When the woman is hit by what appears to be a football, the man looks at the other people in the office with consternation and is very concerned and apologetic towards the woman. The other people in the office look shamefaced and the words appear: ‘Never rely on Jason (presumably the man who threw the football). Always rely on Reflex.’

THE COMPLAINT

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

“ I am horrified and dismayed that advertising has sunk so low...this type of advertising only seeks to ridicule elderly people and especially elderly women...who are the sick minds that promote elder bashing?”

“...this commercial disgusts me...I was appalled then disgusted. I feel this commercial is in extremely poor taste...”

“...the advertising in this country has sunk to the lowest level in history.”

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 noted the advertiser’s response that the commercial was designed to highlight the unpredictable nature of the workplace and agreed that the scene was obviously humorous in intent.

The Board determined that the advertisement did not breach the Code on the grounds of discrimination, (age) vilification, or violence.

Finding that the material did not contravene any other provision of the Code, the Board dismissed the complaint.