



## **CASE REPORT**

1. Complaint reference number	218/99
2. Advertiser	Bellingen Chamber of Commerce
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The complaint involves a series of print advertisements for the Bellingen Chamber of Commerce ‘Craze Day’, featuring the various events on the program. Each advertisement contains the slogan ‘Get away with daylight robbery’ and a smiley face logo wearing a robber’s mask.

## **THE COMPLAINT**

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

*“To me, the implications are to consider crime a reasonable option ... the advertisement has quasi criminal intent – perhaps a deliberate ambiguity – one may only wonder as to the true agenda.”*

## **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 advertisement did not contain material that contravened prevailing community standards on safety. The Board noted that the words ‘Daylight robbery’ were clearly not being used in a literal sense and could not reasonably be interpreted as an attempt to promote or encourage criminal conduct. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.