



## **CASE REPORT**

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| 1. Complaint reference number | 225/99                                   |
| 2. Advertiser                 | Darwin Office Technology                 |
| 3. Product                    | Officegoods/services                     |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 13 July 1999                    |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a sequence of letters appearing one by one on the screen, accompanied by the apparent sound of a photocopier as each one appears. They gradually build to spell out 'HOLY SHI', as the accompanying voiceover says 'In Darwin, if your photocopier is down, there is only one company that will have a technician on site within two hours guaranteed. Just imagine what our competitors are thinking'. The letters spell 'HOLY T SHI' and pause, before quickly completing 'HOLY TOSHIBA'. The voiceover concludes 'Toshiba. Service you can rely on.'

## **THE COMPLAINT**

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

*"I object to this ad on the basis of the unwarranted attention it draws to children of primary age. Why should kids get the wrong message and think this is funny? ... We all learnt our naughty words in the schoolyard, but we learnt them from other kids, it wasn't blatantly broadcast on the media."*

## **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 lettering sequence within the advertisement did not constitute an inappropriate use of language and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.