



## **CASE REPORT**

1. Complaint reference number	235/99
2. Advertiser	Pacific Access Pty Ltd (Yellow Pages)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with a close up of a man saying ‘Boss ... I’m really sorry ... I just forgot ... You know it was only a little ad ... It’s not like it’s the end of the world or anything’. The scene then rotates through 180° and the camera pans back to show that the man is being held upside down by his ankles out of a window frame. The advertisement concludes with voiceover ‘The Yellow Pages Directory is closing for advertising soon’.

## **THE COMPLAINT**

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

*“The advertisement is offensive as it promotes bullying and threats of physical harm in the workplace.”*

## **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 depiction of the scene, within the clearly fictitious and humorous context of the advertisement, did not breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint.