



## CASE REPORT

1. Complaint reference number	237/01
2. Advertiser	Primus Telecommunications Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens in an upper middle class home where a woman wearing twin set and pearls is moving in a dignified manner to make a call from a telephone in the hallway. On connecting with the person she calls, the woman's voice changes to that of 'a real Aussie Shazza' (advertiser description) with comments such as "Just rang to see how youse are luv - sweet." A caption reads 'Really Cheap conversations,' and an announcer's voice says "Have a really cheap conversation. For as long as you like." The advertisement then details call charges via Primus Telecom.

## THE COMPLAINT

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

*"Primus may be only speaking about cheap phone calls but this type of commercial is belittling to anyone who doesn't have the advantages of some that the way one speaks determines their station in life. It is discriminating and insulting (complainant's emphasis). The way one announces doesn't in any way determine who or what one's station in life is."*

## 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 determined that the portrayal of the woman within the advertisement did not constitute discrimination or vilification.

On the basis that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.