



CASE REPORT

1. Complaint reference number	237/07
2. Advertiser	Peppers Retreats & Resorts (Blue Mountains)
3. Product	Leisure & Sport
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 August 2007
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a scene at sunset over the Blue Mountains, where a couple are seen sitting on the rocky ledge of an overhanging cliff.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This ad has the potential to promote irresponsible and dangerous behaviour.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The advertisement is aspirational in nature designed to attract visitors to our Peppers in the Blue Mountains. The hero was chosen to demonstrate a Blue Mountains iconic image that was instantly recognisable. We opted against using a picture of the property because this image was so obviously 'Blue Mountains'.

The picture was obtained from Tourism Blue Mountains. Frankly, until pointed out, I never noticed the 2 people in the image before. If it is an issue, we have no problem airbrushing them from subsequent advertisements using the same hero picture.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board viewed the advertisement and noted that it did depict, albeit in a way that was quite difficult to see, a couple perched on the edge of a cliff. The Board agreed that this part of the advertisement did depict material that was contrary to prevailing community standards on safety - specifically safe behaviour in parks and near precipices, particularly in national parks. The Board determined that the advertisement did breach Section 2.6 of the Code and that the advertiser had noted that it would airbrush the images from the picture if necessary.

ADVERTISER'S RESPONSE TO DETERMINATION

The couple on the cliff have been removed from the photo. The revised photo will be used in subsequent advertising.