



CASE REPORT

1. Complaint reference number	243/01
2. Advertiser	SA Lotteries
3. Product	Gaming
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a reclining man wearing bright red socks. He opens a card to reveal a ‘Scratchie’ ticket and shows obvious pleasure after scratching it. His socks fly upwards as his feet are shown jumping up and down in excitement. An announcer’s voice says: “Give Dad a Father’s Day present that will knock his socks off,” and the advertisement ends on a graphic of an ‘Instant Scratchies’ logo with a caption reading: “It happens.”

THE COMPLAINT

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

“In particular I am concerned that the advertisement targets children, and could be seen to encourage children to purchase instant scratchie tickets...the advertisement does not include any qualification or warnings about the age limits and legal restrictions on the purchase of lottery products, even though the advertisement is aimed (in part) at children.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertising breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted a detailed response from SA Lotteries, stating that the advertisement “and the manner in which we have positioned it in the media” is consistent with the letter and spirit of AANA Code of Ethics and that it did not contravene any applicable law.

The Board determined that the content of this television advertisement did not constitute a contravention of the Code in relation to health and safety, or on any other grounds. The Board dismissed the complaint accordingly.