



CASE REPORT

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| 1. Complaint reference number | 246/02 |
| 2. Advertiser | Dreamworld |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 October 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens with a character preparing a stunt of jumping off a 30-storey building. The stuntman forgets the parachute and plummets to the ground. The stunt supervisor asks: “Mate, are you alright?” and in response the stuntman says, “Let’s do it again”. The camera then moves to show various rides that are available at the ‘Dreamworld’ fun park and is accompanied by a voice saying: “If you like your thrills twice in a row, you’ll love Doubleshot at Dreamworld ...” The camera cuts back to preparations to repeat the jump stunt. The final image combines the advertiser’s logo and website with the words: “So go on ... Doubleshot ... If you dare ...”

THE COMPLAINT

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

“... Having just watched this commercial, I was shocked!!! ... Someone jumping off a building (albeit with a crash helmet) rising from the pavement and saying: ‘Let’s do it again, if you dare! (It) is quite frankly a challenge to a lot of seven year olds. I hope some one has the common sense to pull this ad off television before a child gets hurt.’”

“... I was very concerned when I overheard a conversation between my two boys (ages 8 and 10) to the effect that they too could leap off a building and be OK afterwards ...”

THE DETERMINATION

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

In the opinion of the Board, most people would regard the advertisement as clearly fantasy, and it thus determined that the advertisement did not breach the Code on the grounds of health and safety.

Finding that the content of the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.