



## **CASE REPORT**

1. Complaint reference number	248/01
2. Advertiser	AAPT Ltd (Smartchat Bledisloe)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a rugby-shirted adult male (a well known sports commentator) talking on the telephone in slow motion. An announcer says: “Anyone can call New Zealand and talk Bledisloe, but Smartchat customers can call New Zealand and talk bloody slow, because the first 10 minutes are free. Over a caption reading ‘First 10 mins FREE to NZ this weekend,’ the announcer says “Call now to register.” The advertisement ends with a graphic providing contact details.

## **THE COMPLAINT**

Comments which the complainants made regarding this advertisement included the following:

*“The advertisement is pushing the limit of good taste in the early evening.”*

*“Probably some larrikin thinks this clever and ‘Australian’ (???) , but it is offensive to many and a poor example to young people. For a game which is said to be played in heaven, it is hardly the language of heaven.”*

## **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, within the context of prevailing community standards, the use of language in this television advertisement did not contravene the Code.

Finding that the advertising material did not breach any other provisions of the Code, the Board dismissed the complaint.