



CASE REPORT

1. Complaint reference number	255/04
2. Advertiser	Kosciusko Thredbo Pty Ltd (dandruff)
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 September 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a couple looking at photos together. The male takes one of the photos and shakes his head over it so that dandruff falls all over the photo.

THE COMPLAINT

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

“This ad is revolting and should be disallowed under the category of bad health.”

THE ADVERTISER’S RESPONSE

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

“The premise of the campaign is that “you won’t get over a trip to Thredbo”. With that in mind, we have chosen some of the enjoyable scenarios that our customers might experience while they are down in Thredbo and used hyperbole and exaggeration to create humorous situations back “in their normal lives.”

THE DETERMINATION

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

The Board formed the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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