



## **CASE REPORT**

1. Complaint reference number	258/00
2. Advertiser	Primus Telecommunications (Aust) Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement, photographed in black and white, portrays a young woman at the bottom of the outer stairs of a city building. She answers her mobile telephone: 'Hello. Hi, Trent. Pardon? Hello.' The camera moves briefly to a busker with a guitar and back to the young woman while a voiceover says: 'When you want greater calling clarity and less of this .....' The young woman, becoming increasingly frustrated, says: 'Hello again. You're dropping out. No, no, no, no. You're going to drop. Trent ? Oh. Hello? Oh.' The aria, 'Nessun Dorma', from Puccini's Turandot, is heard as the young woman takes the guitar from the busker and uses it to smash the mobile telephone, destroying the guitar in the process. The voiceover concludes: 'Primus Mobile. 1300 85 85 85. For the more mobile mobile service. 1300 85 85 85.'

## **THE COMPLAINT**

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

*'I find our society is caring too little about other people and their property, so to act this out as part of the promotional tool, to me, indicates little regard to (sic) decent social behaviour. Our children are being desensitised enough without it seeping into advertising.'*

## **THE DETERMINATION**

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

The Board, noting the contextual humour of the advertisement, determined that the material within it did not contravene prevailing community standards in its depiction of violence and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.