



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

1. Complaint reference number	265/01
2. Advertiser	Pacific Access Pty Ltd (Yellow Pages)
3. Product	Telecommunications
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a large-type headline reading: “Visit 40 pubs in your lunch hour.” The Internet website addresses www.yellowpages.com.au appears in smaller type.

THE COMPLAINT

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

“...totally irresponsible advertising with Australia having so many alcohol related problems. I find the fact that the West Australian so delicately placed the ad under a world news story full of sadness and even worse, opposite a full-colour beer commercial just plain dumb.”

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 the advertisement did not contravene the health and safety provisions of the Code, and did not breach the Code on any other ground. Accordingly, the complaint was dismissed.