



## CASE REPORT

1. Complaint reference number	269/00
2. Advertiser	The Triple M Broadcasting Co. Pty Ltd
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays two men who, laughing, remove from a briefcase a potato which one of them places in the exhaust of a vehicle. They pass on a footpath a third man who says into his mobile telephone, 'Yeah, look, I've got a meeting at five', and to the duo, 'Hey!' As an aside, he says, 'Dorks!' He enters a car and attempts to start it while the two men laughingly observe him from behind shrubbery. He tries again and his car is shown to be the one with the potato in the exhaust. He mouths an (inaudible) expletive, the two men laugh, he tries again angrily and the car explodes. A car alarm is heard and the two men look at each other with expressions of alarm/concern/guilt. Backed by rock music, text appears on-screen: 'Leave comedy to the experts ..... and the rock music to (advertiser's logo)'. A voiceover breathes, 'Triple M'.

## THE COMPLAINT

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

*'I am sure that this commercial would encourage other children to attempt this type of violence.'*

*'Although the message is intended to discourage the practice, the practical reality is that there are many in the community who would copy the act. It is a dangerous activity and very costly – I was the victim of it. It is an inappropriate ad as the likely outcome is an increase in the activity.'*

## 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 determined that the material within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.