



CASE REPORT

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| 1. Complaint reference number | 271/01 |
| 2. Advertiser | Virgin Mobile Aust Pty Ltd |
| 3. Product | Telecommunications |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 November 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a photograph of the show business personality Barry Crocker as a mature male with a balloon caption reading: “Commit to two more years. I may not last that long.” Below the photograph, text reads: “Whatever Your Reason, It’s Worth Moving to Virgin mobile. Keep Your Freedom, Don’t Sign A Long Term Contract. Call 13 33 23.”

THE COMPLAINT

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

“I find this offensive especially at a university bus stop because many young people have reacted to the New York incident with feature of the future and I think this in a very inappropriate way taps into that fear.”

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 content of this advertisement did not constitute discrimination and/or vilification as identified in the Code, and that the material did not contravene any other provision of the Code.

Accordingly, the Board dismissed the complaint.