



CASE REPORT

1. Complaint reference number	279/07
2. Advertiser	Kosciusko Thredbo Pty Ltd (lipsticky)
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 September 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a young woman standing outside the front door to an apartment, making herself beautiful before knocking on the door, giving her hair a bit of a flick and applying some super glue to her lips. Once the glue on her lips is set she knocks on the door. Her boyfriend opens the door and is excited to see her back from holidays, asking "How was the snow?" She mumbles a response through glued lips. A voiceover comments "What goes on in Thredbo stays in Thredbo."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Glueing your lips together is very dangerous, stupid and painful. A child or intellectually disabled person who saw this advert may chose to emulate this ad if they didn't want to talk about something. Also, a person who has taken a substance or under the influence of drugs and/or alcohol could try this stupid act. It could seriously affect a persons lips and mouth for the rest of their lives. It doesn't need promoting as a stunt.

What I didn't like about this ad is that it shows a girl applying what appears to be lip gloss, but when her boyfriend opens the door, she can't speak because she has actually used super glue on her lips. I find this totally unacceptable, cosidering it is shown in a timeslot known for teenage viewing and it may encourage similar activity or worse still, practical jokes in swapping super glue in to lip gloss tubes.

THE ADVERTISER'S RESPONSE

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

We contend that in no way does this commercial breach the Code and offer the following explanation:

For over the last 25 years Thredbo ads have been airing in Australian and have been widely regarded as having an irreverent, provocative, fun sense of humour, which leaves people with a smile and a feeling that the resort must be heaps of fun. These commercials are directed at young people and people young-at-heart. This commercial was built from an insight that snow sports can offer the adrenaline and thrill that comes from pushing personal boundaries and the fun and pleasure of bonding with their mates.

Based on this insight of bonding with their mates and the well-known saying of "what goes on tour, stays on tour", a tongue-in-cheek campaign was developed. This commercial exaggerates

the experience of going to Thredbo is so thrilling that you will not want to share it with anyone, so much so that you would endure anything. The super glue tube shown in the commercial was intentionally mocked up as a "fake" tube and not a copy of the real super glue tube.

The commercial is very tongue-in-cheek and no reasonable consumer would find it offensive or discriminating on any of the grounds set in Section 2.

THE DETERMINATION

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

The Board noted the complainant's concern about the safety of using superglue on your lips.

The Board noted that this Thredbo advertisement appears in the context of a number of other Thredbo advertisements which focus on the importance of not telling people who haven't been to Thredbo about the fun that was had at Thredbo. The Board noted that the application of superglue to your lips was not safe but that in the context of this advertisement it was clearly seen as an over-the top and humorous way of making sure that you don't tell people what happened at Thredbo. The Board considered that this clear exaggeration and humour would make it unlikely that anyone would mimic this behaviour. The Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.