



## **CASE REPORT**

1. Complaint reference number	281/08
2. Advertiser	Global One Mobile Entertainment
3. Product	Mobile phones/SMS
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Wednesday, 13 August 2008
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features four teenagers with a mobile phone, standing in a corridor near school lockers. A male voice over announces "Turn your mobile phone into a fart machine. For Fart-o-matic text FART to 194888." The teenagers then enter a classroom and put the phone under some files on the teacher's desk. The voice over continues "Just choose your weapon - set the timer and....."(as the fart sounds in front of the teacher) "text FART to 194888" and their classmates laugh. A female voice over concludes "Get Mobile Active".

## **THE COMPLAINT**

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

*It is crude humour which is unnecessary and continues to denigrate the social fabric of this society. It is low grade, offensive toilet humour designed to appeal to children, who may not have the judgement in deciding what is worth purchasing and what is not. Noting, that the highest cause of teenager bankruptcy is mobile phones debt. This is purely a money making advertisement with no true value benefit to the purchaser and no redeeming social value.*

## **THE ADVERTISER'S RESPONSE**

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

*Global One television advertising appears on both Free To Air (FTA) and Subscription TV (STV). Classification of our TVCs are through CAD who dictate placement on FTA. These complaints relate to activity on STV – Channel Fox 8.*

*The advertisement is for our 'Fartomatic' product, with the aim being solely to sell as a humorous product.*

*A review of our TVC shows full compliance with the following Codes: AANA Code of Ethics, AANA Code for Advertising & Marketing Communications to Children and AANA Food & Beverages Advertising & Marketing Communications Code.*

*This product is aimed at the youth market, with college students being depicted in the TVC.*

*We appreciate that our advertisements will not appeal to 100 percent of TV viewers, and note that this applies to almost all TV advertisements.*

## **THE DETERMINATION**

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

The Board viewed this television advertisement and found that it contained humour to which its target audience would relate.

The Board noted that the behaviour demonstrated on the advertisement was typical behaviour of the target audience.

The Board considered that the advertisement was not inappropriate in its use of theme, language or sound effects.

The Board also noted that advertisers are free to advertise their products as long as they adhere to Australian law and do not breach the Code.

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