



CASE REPORT

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| 1. Complaint reference number | 285/99 |
| 2. Advertiser | Pacific Access Pty Ltd (White Pages) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises footage of a woman in a nightclub singing, apparently filmed in Cooma during the 1950s. The lyrics sung are ‘Some people go for cocaine ... I’m sure if I were to try just one sniff it would bore me terrifically too ... But I get a kick out of you’. Superimposed over the scene are the successive phrases ‘Where would you look for her now? ... On CD ... The White Pages Directory on CD ... White Pages ... Snowy Search’.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“A woman singing ‘I get a kick out of sniffing cocaine’ is offensive.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not contain material that contravened prevailing community standards on safety, noting that the lyrics were from the well known song ‘I Get A Kick Out Of You’ by Cole Porter, that they had apparently been misinterpreted by the complainant and that they could not reasonably be interpreted as encouraging drug use. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.