



CASE REPORT

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| 1. Complaint reference number | 291/01 |
| 2. Advertiser | Packard Bell Aust Pty (NEX Verser Computer) |
| 3. Product | Information Technology |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 November 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The two radio advertisements reviewed employ a male voice talking about male owners of “ancient” NEC computers who wish they would die to justify their replacement with the new NEC TXI Ultra portable. In both cases, the reliability of the old machines is stated to “piss off” the owners. The voice-over details features of the new computer before concluding with: “The NEC Verser, the older they get the harder they live.”

THE COMPLAINT

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

‘I think it is inappropriate language to have on our main am commercial radio station...I have had my children aged 5 and 7 in the car with me going to and from school on both occasions s this ad was on today.’

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, as the language in the advertisements was within the acceptable limits of prevailing community standards, the material did not contravene the Code in this regard.

It further determined that the advertisements did not breach any other provision of the Code. Accordingly, the complaint was dismissed.