



CASE REPORT

1. Complaint reference number	294/99
2. Advertiser	Kidz.net Pty Ltd
3. Product	Information Technology
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a number of scenes of young children playing in a schoolyard. A young girl is shown picking her nose with the superimposed words ‘Inventor of the ozone layer plug?’ Two boys are then shown wrestling, with the boy on top dribbling saliva from between his lips and sucking it back in, apparently threatening to spit on the boy underneath, with the superimposed words ‘Nobel Peace Prize winner?’ A girl is then shown at a classroom window, blowing her cheeks up against the glass and going cross-eyed to the children within the classroom with the superimposed words ‘Doctor who cures cancer?’ The advertisement concludes with voiceovers ‘There’s a genius in every kid ... Kidz.net ... The net just for kids’ and details are given as to the availability of the software CD.

THE COMPLAINT

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

“... revolting and quite disgusting.”

“I feel the ad undermines the morals we try to teach our children.”

“... it is appalling.”

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 offend prevailing community views and standards, noting that the scenes in question were a light hearted depiction of the type of behaviour displayed by some children. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.