



CASE REPORT

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| 1. Complaint reference number | 3/06 |
| 2. Advertiser | Blue Haven Pools & Spas Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts an adult elephant lying face down on a blow up float in a pool, with currency notes also floating on the water to advertise Blue Haven's million-dollar giveaway. Adult tells baby elephant on pool edge "You could say it's a big cash float or a pack of money for a pachyderm".

THE COMPLAINT

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

...it looks like the elephant is trying to have sex with the pool float...

THE ADVERTISER'S RESPONSE

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

To make it look as real as possible the animated elephant is moving reflective to the natural movement you would experience on a floatie in the water, having fun.

Our animator believes the elephant is happy and laughing about the million dollars. The natural reaction, if you are that weight, will reflect the rocking motion.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board did not consider that the depictions in the advertisement would be considered to be sexual references by most members of the community and did not consider that the advertisement contravened the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.