CASE REPORT

1.	Complaint reference number	3/99
2.	Advertiser	Phillips Electronices Aust Ltd (Dynamax portable stereo)
3.	Product	Housegoods/services
4.	Type of advertisement	TV
5.	Nature of complaint	Other - Miscellaneous
6.	Date of determination	Tuesday, 9 February 1999
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a series of people fast asleep. In the background (of each scene) pop music can be heard. The people sleeping appear to be doing so 'in time' to the beat of the music. The advertisement shows that the music is emanating from a neighbouring apartment where a group of young people are living. When the young neighbours turn the music off, the previously sleeping people wake and appear disturbed. The young neighbours oblige by turning the music on again. The advertisement concludes with the superimposition on screen of the words, 'Philips, incredible surround, test it on your neighbours'.

THE COMPLAINT

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

'If you had ever been sick living next to inconsiderate neighbours with their stereo up day and night you wouldn't even have considered this. Young people have no consideration for other people will take as an okay to do just that (Test it on their neighbours)'

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 the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint. Board members noted the clear contextual humour of the advertisement.