



CASE REPORT

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| 1. Complaint reference number | 302/00 |
| 2. Advertiser | Colorado Group Ltd (Lynx shoes) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 October 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays two mechanics in a workshop, each lying on his back on a roller board, who slide under their respective vehicles apparently to undertake repairs, exchange glances, then slide out and race each other in a street, downhill. One is shown falling off his board and onto a grass verge. Text appears on-screen, 'Everyday's a competition', followed by a shot of the product and the Lynx logo. The two men are seen, boards in hand, walking back up the hill.

THE COMPLAINT

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

'I think this is a dangerous, stupid advertisement, which should be withdrawn.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board determined, given the clearly fanciful nature of the material within the advertisement, that it did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board accordingly, dismissed the complaint.