



CASE REPORT

1. Complaint reference number	303/06
2. Advertiser	Telstra-Sensis Pty Ltd (On the Run)
3. Product	Telecommunications
4. Type of advertisement	Transport
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 8 August 2006
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement located on public transport depicts a mother and father in a bedroom doorway, smiling lovingly as they check on their sleeping child. What the parents cannot detect is that the form in the bed is a decoy, with a football wearing a baseball cap for a head and fake eyes and mouth applied. Text reads “LIVE LIFE ON THE RUN WITH 191SMS: and explains “With the latest movie times, surf, snow and weather reports SMS’d straight to your mobile you’ll never miss the action again. Just text 191SMS using the directions below and always be in the right place at the right time”.

THE COMPLAINT

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

The clear message to teenagers...is that it is acceptable, even admirable, to deceive your parents into thinking you are home, then leave the house without their knowledge and wander the city on your own in pursuit of a party/good time. I am deeply concerned that the ad not only sanctions, but actively encourages, extremely unsafe behaviour among young people.

THE ADVERTISER’S RESPONSE

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

The advertisement is meant to be a humorous portrayal of the extensive range of information available on the using of the Sensis 191 service such as surf reports, snow reports, and weather reports. The humorous intent of the advertising is clearly demonstrated by the cap, eyes, and large smile included on the head of the body placed in the bed.

Sensis is of the view that the advertising does not encourage unsafe behaviour among young people, namely to go out at night without telling their parents, but instead makes a broad generalisation that users of the service are never likely to be missing out on fun pastimes again.

Nevertheless, Sensis takes any concerns raised in relation to its advertising seriously and will remain diligent in ensuring that future advertising complies with the Code.

THE DETERMINATION

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

The Board noted the complainant’s view that the advertisement condoned unsafe behaviour in children, namely leaving the house at night without their parent’s knowledge.

The Board considered that the advertisement did suggest an element of danger, excitement and freedom by its depiction of a child or young person sneaking out of the house at night and the use of text which played upon children's hatred of missing out on fun. The Board was of the view that the advertisement glamourised this behaviour and that it was not appropriate that such behaviour, which can lead to endangerment of children, was glamourised.

The Board considered that the advertisement depicted material that is contrary to prevailing community standards on safety of children and that it therefore breached clause 2.6 of the Code. On this basis the Board upheld the complaint.

ADVERTISER'S RESPONSE TO DETERMINATION

Comments which the advertiser made in response to the Board's determination to uphold the complaints included the following:

Sensis would like to assure you and the general community that its print advertisement was not intended to glamorise unsafe behaviour being undertaken by young people. Sensis would like to advise that it will not be publishing the advertisement again in any format.