



CASE REPORT

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| 1. Complaint reference number | 307/99 |
| 2. Advertiser | Aurora Energy Pty Ltd (Pay as you go Smart Card) |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a scene of a postman riding a motor cycle along a street, stopping at each house's letterbox to deliver what is apparently an electricity account. As the postman moves along, one man behind him is seen to take the letter out of the letterbox and say 'Oh, poop' as the postman softly mutters 'Loser'. The postman then pulls up outside a house, on the verandah of which an elderly woman is sitting reading a book with a dog on her lap. The postman and the woman look at each other in an unfriendly manner and the dog snarls. The postman searches through his bag and appears to be surprised that there is no electricity account for that house. The woman then slides a plastic card from behind the book she was reading and, as she holds it up for the postman to see, extends her middle finger vertically in front of it. The postman registers shock and then rides off rapidly with the dog chasing him. Voiceover says 'It takes a company like Aurora to pull the plug on its own power bills. Aurora's 'Pay As You Go' meters. Another way we're helping put you in control'.

THE COMPLAINT

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

"It is shown throughout the day when children are watching and we are trying to teach our kids proper social interaction and respect for others. It is a disgrace that you deem it necessary to denigrate both the woman and the profession of the postman."

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, in the overall humorous context of the advertisement, the gesture by the woman would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.