



## **CASE REPORT**

1. Complaint reference number	308/00
2. Advertiser	Ansett Australia
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement is set to the song, 'My Generation' by The Who, the lyrics of which include the phrase, 'Hope I die before I get old'. It begins with a businessman looking into a mirror and refreshing himself in a public lavatory, who responds to the song when he hears it through a sound system. The advertisement then depicts a series of rapid sequences of the man and others in a variety of random activities, some of which are airline related. The man is shown again at the mirror; he runs his fingers through his hair making the style more casual and, with a nod of approval at his reflection, leaves. The advertisement concludes with the superimposed text: 'Go your own way', the advertiser's logo and a website.

## **THE COMPLAINT**

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

*'During my training as a counsellor, I was frequently reminded that the suicide rate of young Australian males is very high. .... Not only does it convey an endorsement of hoping for death, it is also insensitive to any who have been bereaved by a suicide.'*

## **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 that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.