



CASE REPORT

1. Complaint reference number	313/01
2. Advertiser	Telstra Corporation Ltd (MobileNet - 'Stuck in Traffic')
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Wednesday, 11 December 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays the entertainer, John Farnham, in a farm setting, receiving a mobile telephone call from his Manager, Glenn Wheatley, and agreeing that, because the reception is so clear, he must be 'just around the corner'. He hurries to a vehicle and is seen driving through a rural area before taking another call from Wheatley, asking 'Where are you now?' As he says he is stuck in traffic, the view widens to show his vehicle stationary and surrounded by a herd of sheep. Over a closing graphic providing a MobileNet contact number, an announcer's voice says, 'Go with the network that offers you more.'

THE COMPLAINT

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

'John Farnham is an icon to young people. If he can lie, why can't they? Surely mobile phones can be advertised without all this garbage of lies, greed, wrong impression and such like.'

THE DETERMINATION

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

Noting the advertisement's intended humour, the Board determined that it did not breach the Code on any ground.

Accordingly, the complaint was dismissed.