



## **CASE REPORT**

1. Complaint reference number	314/05
2. Advertiser	Virgin (Aust) Pty Limited (Jason Donovan)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 8 November 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The first scene in this television advertisement displays the following text in large, white, bold font against a black background: *“Important message regarding Jason Donovan from Virgin Mobile ”*. The voiceover states: *“It has come to the attention of Virgin Mobile that the number of prank calls and texts to Jason Donovan following the leak of his private phone number has spiralled out of control ”*. As the voiceover says this, video footage is shown depicting Jason Donovan in a park, collecting his dog’s droppings. Jason Donovan is shown to be interrupted by a prank phone call. The voiceover continues: *“We do not encourage this activity or the abuse of our unusually low rates. Please do not call or text the number currently on screen.”* The final scene in the advertisement features more white text against a black background that reads: *“Enjoy our rates responsibly”*.

## **THE COMPLAINT**

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

*“Watching a dog do its business on TV at dinner time, or for that matter at any time, is in poor taste.”*

## **THE ADVERTISER’S RESPONSE**

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

*“We disagree with the complainant’s allegation that this advertisement is in poor taste. In our opinion, this advertisement does not breach Section 2 of the AANA Advertiser Code of Ethics. Indeed, we do not believe that this advertisement has contravened any specific requirement of Section 2 or the requirements of Section 2 in its entirety.”*

*“As explained above, our advertising campaign is intended to poke fun at today’s curious obsession with celebrities being caught on camera carrying out mundane, everyday tasks (even collecting dog droppings!). We believe that our target youth market would actually find this particular advertisement quite humorous and entertaining.”*

## **THE DETERMINATION**

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

The Board considered that the majority of people would find this advertisement humorous rather than offensive. The Board was also of the opinion that the advertisement depicted a socially responsible act (being a pet owner cleaning up after his/her pet).

The Board found that the advertisement did not contravene any provisions of the Code.  
Accordingly, the Board dismissed the complaint.