



## **CASE REPORT**

1. Complaint reference number	330/00
2. Advertiser	Telstra Corp Ltd (Paralympic Parade)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a man carrying a hold-all and a tubular item who, prior to a street event, is surveying buildings to obtain a vantage point. He enters a building, assembles equipment and focuses through a viewfinder on people, cars and activities in the street. A flock of birds disperses in the sky and the camera moves to a tickertape street parade (of Paralympians). Text appears on-screen: 'The Telstra Paralympic Parade is coming to your city'. The man is shown on the balloon and streamer-decked balcony of the building, carrying a flag and waving at the parade. The advertisement concludes with the text, 'Make sure you get a good spot', the location, date and time of the parade and sponsor logos.

## **THE COMPLAINT**

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

*'..... I consider (this advertisement to be) inflammatory and in poor taste. .... This is nothing short of sick, and I have to ask, would the advertising agency be game to screen this in America ?'*

## **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 was of the view that the advertisement, which clearly drew upon fiction of the genre, did not contravene prevailing community standards of health and safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.