



CASE REPORT

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| 1. Complaint reference number | 333/99 |
| 2. Advertiser | Advanced Hair Studio |
| 3. Product | Professional Services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 October 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with the superimposed words ‘Ronald Biggs – Great Train Robber’ and a dimly lit shot of a man saying to camera “I was involved in the greatest robbery of all time ... which one? ... the one on top of my head”. He then bows his head forward into the light to show that he is balding. In the next scene, he is shown with a full head of hair and says “Now I’ve got hair ... yeah, yeah. Look, don’t do what I did ... go straight ... to Advanced Hair Studio for your free hair check”. The advertisement concludes with voiceover giving contact details.

THE COMPLAINT

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

“Media coverage which I regard as irresponsible has given this criminal a degree of international celebrity/notoriety. If this were to be enhanced by commercial advertising exploitation, it would be an added blow to the concept of law and order and an insult to decent society.”

“I think it is disgraceful that a criminal on the run, who has not fully served his sentence for robbery is allowed to profit from his crime in this manner ... glorifying crime and getting away with it.”

“This commercial arguably celebrates a criminal way of life and a total disrespect for judicial/legal processes ...”

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 the advertisement did not contain material that contravened prevailing community standards on safety, noting that there was nothing depicted in the advertisement that could reasonably be interpreted as encouraging illegal behaviour. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.