



CASE REPORT

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| 1. Complaint reference number | 345/06 |
| 2. Advertiser | Acreis Australia Pty Ltd (safari) |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 September 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set in open safari-like country where a mud-covered Jeep containing a wife and children is waiting for the father, who is urinating behind a sign advising "Danger. Stay in your car". A lion is heard roaring in the background as text on the sign (hidden to the father) states "There are some things you only do once. Paying bills is another one".

THE COMPLAINT

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

....doing a "wee" in an ad

It is an offensive and unnecessary image for people to have to view....it is reinforcing the idea that this vulgar habit of urinating in a public place is ok, thus contributing to the lowering of society standards.

THE ADVERTISER'S RESPONSE

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

These advertisements recognise that the things depicted may happen. If they reinforce any ideas at all, they reinforce the idea that these are things you should only ever do once, if at all.

Matters of taste and humour are subjective; these advertisements are intended to be humorous and our extensive testing revealed that most people found them to be so, or at least recognised that intention.

THE DETERMINATION

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

The Board noted the complaint's concern about the suggestion of the father urinating. The Board considered that while some viewers may feel that such a suggestion is in bad taste, the images in the advertisement or suggested by the advertisement do not breach the Code on any grounds.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.