



CASE REPORT

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| 1. Complaint reference number | 351/05 |
| 2. Advertiser | Telstra Corporation Ltd (Bigpond ADSL) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows George, a Scot, permitting his neighbours (father and son) to use his Broadband Internet service. While they are internet surfing George plays the bagpipes, causing the father to comment to the son that they will get Broadband themselves at home. A female voiceover advises, in a Scottish accent, the special offer of no installation fee.

THE COMPLAINT

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

I found it offensive that the Scots were being depicted as being tight-fisted.

The advert promotes a stereotype of Scottish people as mean cheapskates.

THE ADVERTISER'S RESPONSE

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

The advertisement makes no reference to the character's financial situation.

Telstra believes that the advertisement depicts a situation whereby our Scottish character George is being generous and lending his neighbour the use of his Big Pond broadband internet.

THE DETERMINATION

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

The Board did not consider that the advertisement portrayed 'George' in a manner that suggested he was tight with money, noting that he was the person allowing neighbours to use his computer. The Board did not consider that the portrayal of the characters in the advertisement was discriminatory of any persons on account of their race.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.