



CASE REPORT

1. Complaint reference number	357/99
2. Advertiser	Singapore Airlines Ltd
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a sequence of scenes involving a woman and two men, apparently seated in Singapore Airlines' business class section. The people are shown reclining in their seats, being served by the cabin crew, watching television monitors, drafting paperwork and using a laptop computer. In one scene, the woman is shown speaking on a telephone. The advertisement concludes with voiceover "Singapore Airlines' new Raffles Class. Business in a class of its own".

THE COMPLAINT

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

"... shows a lady using a mobile phone on the aircraft, which is quite contrary to safety regulations."

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 the advertiser's advice that the phone in question was not a mobile phone but an in-seat 'KrisFone' fully compliant with international aviation safety regulations. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.