



CASE REPORT

1. Complaint reference number	359/04
2. Advertiser	Skycity Adelaide Pty Ltd
3. Product	Gaming
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features footage of different empty rooms in a house and a voice is heard yelling out "Hello, anyone home?" No-one responds. The tagline is "SKYCITY. Live music every night."

THE COMPLAINT

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

"... I am also concerned for the community because some one could use this same saying and lure them out of their house and not nice things could happen, I am more concerned for the elderly as they would go and check who it was. If you could do something about this I would like you to as now I am suffering again and have not stopped shaking as I was very scared from the experience."

THE ADVERTISER'S RESPONSE

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

"With SKYCITY's brand positioning being one of "fun and entertainment" our creative approach has been to use 'quirky' humour in our advertising, with the aim of making people smile while we deliver the key message in an unexpected and memorable way."

"SKYCITY Adelaide and Proximity (its advertising agency) regret that the ad has caused distress to this particular viewer, however, our expectation is that people will view the ad whilst watching television and therefore easily be able to comprehend its content and message."

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to other. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.