



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833
www.adstandards.com.au

CASE REPORT

1. Complaint reference number	359/99
2. Advertiser	Nokia Mobile Phones Aust Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement features an announcer who begins by saying “When your mother told you that playing games would never get you anywhere ... she lied” and then proceeds to give details of the Nokia ‘Snake Off’ game competition.

THE COMPLAINT

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

“I feel that the emphasis on the lying mother only serves to undermine social and moral values, and creates disrespect for parental and older figures in the community.”

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 offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.