



CASE REPORT

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| 1. Complaint reference number | 362/00 |
| 2. Advertiser | Hoolihan's Lawyers |
| 3. Product | Professional Services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a red light visual to the sound of a police siren. It comprises a voiceover, associated text and, consistent throughout, an on-screen header (advertiser's logo), footer (telephone number) and the sound of a gavel accompanying the words, 'not guilty'. 'Drink driving offences - not guilty. Dishonesty offences - not guilty. Drug offences - not guilty. Violent offences – not guilty. If you've been charged with a criminal offence and the only two words you want to hear are "not guilty", then contact the professional team of Hoolihan's Lawyers. Because if you don't, you may receive a long time to think about your decision (vertical bars are superimposed on-screen). Hoolihan's Lawyers. Phone seven days a week, 24 hours a day. It's your call.'

THE COMPLAINT

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

'While Gold Coast area Police are right now running a blitz on driving offences, after our region topped Queensland for accidents, Hoolihans (sic) are brazenly advertising with their "NOT GUILTY" style advertisements and offending not just me but quite a few other people I have spoken to.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board was of the view that the material within the advertisement did not contravene prevailing community standards on Health & Safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.