



CASE REPORT

1. Complaint reference number	376/05
2. Advertiser	Diageo Australia Ltd (Johnnie Walker)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement portrays Australia's opening batsman Justin Langer walking around various areas in London taking note of surroundings containing numbers eg the Millennium Wheel is like a zero, red double-decker bus displaying the number 50. A shot of Big Ben and the Houses of Parliament prelude more number references. A truck has 13 on it so Justin avoids stepping on a crack in the pavement. He sees a man wearing a sports shirt emblazoned with Australian cricket's hoodoo number: 87. Langer's voiceover says "Numbers... They haunt me, and define me. For some it's just 'how many' but for me, it's always just one more." Image fades to Johnnie Walker logo with the words "Keep Walking" and/or "Mark the moment responsibly".

THE COMPLAINT

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

The catch phrase is something along the lines of 'just one more'. I find this to be inappropriate for an advertisement for alcohol as it flies in the face of two major public safety campaigns

THE ADVERTISER'S RESPONSE

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

The TVC does not encourage or condone irresponsible service (or consumption) of alcohol.

The commercial does not condone driving under the influence of Alcohol in any way.

...the viewer's complaint appears to be more specific to the line in the script that states: 'Just one more'....the intention of this line is to express Justin Langer's ambition of achieving one more run

Include the response from the advertiser about the changes that they have made to the advertisement

THE DETERMINATION

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

The Board considered the advertisement and did not believe that the advertisement created the impression or message that consumers should have "just one more" alcoholic beverage. The Board considered that the advertisement was a clever portrayal of a cricketer's likely obsession with runs and was a product endorsement rather than an advertisement promoting unsafe drinking.

The Board did not consider that the advertisement portrayed material contrary to prevailing community standards on health and safety. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.

The Board noted that following the complaints, and prior to Board's consideration of the complaint, the advertiser had voluntarily made a number of amendments to the advertisement. Specific amendments were the inclusion of a statement at the beginning of the advertisement that 'Justin Langer is the opening batsman for the Australian cricket team' and amendment of the line 'just one more' to 'just one more run'. The Board noted the amendments and considered that they made the references in the advertisement to cricket even clearer.