



CASE REPORT

1. Complaint reference number	4/99
2. Advertiser	Pacific Access (Yellow Pages)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

The Board looked two advertisements:

1. A little girl is standing next a toilet holding a mobile telephone. A man's voice can be heard over the telephone 'hello...can you hear me etc.' The little girl puts the telephone in the toilet and flushes it. The words 'entertain the kids...or they'll entertain themselves' accompany the above visuals followed by a visual of an open (yellow pages) phone book with the words, 'Look in the Talking Guides for ideas.'

2. Children are shown 'baking' and throwing flour at one another in the kitchen. The words 'entertain the kids...or they'll entertain themselves' accompany the above visuals followed by a visual of an open (yellow pages) phone book with the words, 'Look in the Talking Guides for ideas.'

THE COMPLAINT

Comments the complainants made regarding this advertisement included the following:

'(The advertisement)...sets a very bad example and children are only ready to copy. Mobile phones are not cheap and could also block the toilet.'

'Cute perhaps and they do this sort of thing but are they encouraged to play in the toilet and are they not taught to respect other people's property.'

'...showing children throwing flour while cooking also makes the job of parents difficult.'

THE DETERMINATION

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

Members of the Board determined that the advertisements would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.