



CASE REPORT

- | | |
|-------------------------------|------------------------------------------|
| 1. Complaint reference number | 415/99 |
| 2. Advertiser | TMP Worldwide (Monster.com) |
| 3. Product | Employment |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement comprises a group of young children saying ‘When I grow up, I want to file all day ... I want to claw my way up to middle management ... Be replaced on a whim ... I want to have a brown nose ... I want to be a yes man ... yes woman ... “Yes sir, coming sir, anything for a raise sir” ... When I grow up I want to be under appreciated ... be paid less for doing the same job ... I want to be forced into early retirement’. The advertisement concludes with voiceover saying ‘What did you want to be? Visit monster.com.au. There’s a better job out there’.

THE COMPLAINT

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

“Both my husband and I are disgusted ... Perhaps the producer of the ad would like to come around to our place and explain to our twelve year old son what having a ‘brown nose’ means.”

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 use of the expression ‘brown nose’ was not inappropriate in the overall context of the advertisement and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.