



CASE REPORT

1. Complaint reference number	431/03
2. Advertiser	Telstra Corporation Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 December 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts an ex-Wallaby rugby player Phil Kearns knocking down TV host Bert Newton, who is advertising the 101 Home Message facility, and saying ‘Don’t you hate interruptions during the rugby?’.

THE COMPLAINT

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

“It is quite un-funny & is starkly and gratuitously violent and a good model for no one.”

THE ADVERTISER’S RESPONSE

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

“.... we have generally had a positive response from the audience saying it was entertaining and likeable. This is supported by qualitative research findings from a survey of over 200 people”

THE DETERMINATION

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

The Board noted that the majority of viewers would see the humour in the advertisement and not take it seriously.

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.