



CASE REPORT

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| 1. Complaint reference number | 44/08 |
| 2. Advertiser | Pacific Brands (Dunlop Volley - Mexican Hat Dance) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Wednesday, 13 February 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a man who has the talent of making noises with his hands by cupping air in them. In this advertisement he releases the trapped air to the tune of the Mexican Hat Dance.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I find this ad to be very offensive and in extremely poor taste - more to be found in a primary school yard full of boys.

It's foul and offensive, and not even remotely amusing. How many kids are we going to see imitating this?

THE ADVERTISER'S RESPONSE

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

The Dunlop Volleys campaign was created in a humorous and quirky tone to capture the essence of the Volley brand and the humour we believe our consumers share.

The advertisements feature a middle aged, average looking man who has an exceptional talent for playing music with his hands.

The creative theme "Exceptionally Average" was designed to describe both the talent, as he is an average man with an exceptional skill, and the humble Volley, as the shoe that has remained unchanged for years which is an exceptional feat in the footwear industry.

The television commercials were intended to incorporate Australian humour and to convey that Volley are exceptionally average and an iconic Australia shoe. It was never designed to be foul or to offend.

The two versions of the advertisement have been on television since 6 January and will conclude on 26 January 2008.

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 the complainants' concern that the advertisement is childish, likely to lead to copycat behaviour and offensive.

The Board considered that some members of the community would find that the advertisement was suggestive of 'farting noises' and that this would offend some people. However the Board noted that there is no depiction of any person passing wind.

The Board noted that the advertisement clearly depicts the man making noises with his hands and that the intention of the advertisement is to create humour at the 'skill' of the actor. The Board considered that most members of the community would find the advertisement humorous rather than offensive.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.