



CASE REPORT

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| 1. Complaint reference number | 473/06 |
| 2. Advertiser | Telstra Corporation Ltd (Bigpond - Want to go faster?) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 December 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a crowd of passengers waiting to collect luggage from an airport carousel. A woman wearing a black suit suddenly strides confidently onto the conveyor belt, dives through the opening where luggage should be appearing, then exits carrying her own suitcase, to the shock of the other passengers. A man and woman in a lift rise above the ground as the lift elevates, then touch the floor again as the lift stops, obviously showing it have risen much faster than the passengers expected. In a supermarket, checkout staff process groceries so fast it leaves a customer pleasantly surprised as he reaches for his wallet. A tagline appears on screen "Like to go faster? New Bigpond Broadband".

THE COMPLAINT

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

I find this ad offensive because it is a breach of health and safety law to be on a conveyor belt. Many serious accidents and fatalities have occurred because people have either been caught up on conveyer belts accidentally or because they have unwittingly ridden on them, unaware of the dangers.

THE ADVERTISER'S RESPONSE

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

The advertisement depicts a "make believe" scenario premised on the idea that many people would like certain things in life to go faster. Day to day situations that can frustrate people may include waiting for luggage, slow lifts and long slow queues at the supermarket.

BigPond supports responsible advertising and is in no way promoting unsafe practises. The baggage carousel scene does not encourage breach of health and safety standards. Rather, this scene illustrates how the frustration of waiting for luggage may be reduced if the wait was eliminated using a clearly "make believe" method. This advertisement was focussed around adults, no children were used, the actor depicted is a professional stunt woman, the set was built specially for filming and the airport had given full permission to shoot on the carousel.

THE DETERMINATION

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

The Board viewed the advertisement and considered whether the acts depicted in the advertisement

showed material contrary to prevailing community standards on health and safety in contravention of section 2.6 of the Code.

The Board noted that the advertisement showed a women running along a conveyor belt in an airport, then diving and flying through mid-air, through the luggage door and out again.

The Board considered whether the advertisement was likely to encourage viewers to take dangerous risks as a result of viewing the advertisement. The Board noted that it had previously considered and upheld complaints about other advertisements that showed dangerous acts, but the Board agreed that these previous advertisements had contained footage of more realistic scenes. In this case, the Board considered the unrealistic nature of the advertisement and concluded that the advertisement was unlikely to encourage dangerous behaviour because the scene depicted in the advertisement was considered by the Board to be 'pure fantasy'.

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