



CASE REPORT

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| 1. Complaint reference number | 50/99 |
| 2. Advertiser | One. Tel Ltd (One.Net) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The Board viewed two advertisements

One

The advertisement shows a little girl sitting alongside a computer. She says, ‘I told mum and dad we should really be connected to the internet. I told them that if we called One. Net. You know? One tel’s internet company, we could send e-mails to nanna and papa, surf all the cool internet sites and keep up to date with all the latest news. A female voiceover and visuals with advertiser details then says, ‘For just \$29.95 per month you get 56 hours (other advertiser details). The advertisement concludes with the little girl saying, ‘It was so simple, I reckon most adults could do it.’

Two

The advertisement shows three teenagers sitting alongside a computer and saying things like, ‘We told Mum and Dad we need the internet...We told them that if we called One. Net...we could use the internet for our homework...And they could send emails around the world...We did some research and found that One.Net was cheaper...Mum and dad think we’re wicked because we saved them money!.etc.’

THE COMPLAINT

Comments the complainants made regarding these advertisements included

the following:

‘A little girl +- 7 years spoke at some length, reading script. She was presented as a little sexy grown up, Cute! Yes, but dangerously in our frequent climate of child abuse....Her dress had a dropped V line, her hair-do adult, full lips pouted...Her reading was awkwardly child child-like but the focus on her neckline, lips, cheekbones and hair provocative!’

‘... children belittling and back-chatting parents showing disrespect. There is enough of this without putting it on Radio and TV for children to hear and see thinking it is O.K.’

‘The children are presented in a very mature way and precociously dictate to adults as to what they should buy, suggesting that adults have not the nous to think for themselves. Please let children be children for as long as possible...’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches

Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety, would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.