



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 60/03 |
| 2. Advertiser | Blue Haven Pools & Spas Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 11 March 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a talking elephant joining a presenter celebrating Blue Haven Pools & Spas winning of an award for the fourth successive year. After detailing the company's latest concrete pool offer, the elephant appears to fall through the floor on reference to a price 'breakthrough.' The advertisement ends with the advertiser's logo, accompanied by local contact addresses.

THE COMPLAINT

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

"...objecting to using an animal breaking the floor to emphasise a price 'breakthrough.'"

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 depiction within this advertisement did not constitute violence as represented in the Code, and that the material did not breach the Code on any other grounds.

Accordingly, the complaint was dismissed.