



CASE REPORT

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| 1. Complaint reference number | 60/08 |
| 2. Advertiser | Rivers Australia (Back To School) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Wednesday, 12 March 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a shot of a yellow school bus and features a series of still images of schoolwear. In the background there are sounds of children laughing and giggling and shouting "Love Rivers!". The final image is of a chimpanzee with its finger touching its nose.

THE COMPLAINT

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

I object to the fact that they think it's ok to put an irrelevant picture for their ad showing a monkey making an offensive gesture - the monkey in no way relates to kids school clothes or Rivers nor does it really fit into the the scheme of the ad.

THE ADVERTISER'S RESPONSE

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

No response had been received from the advertiser at the time of writing this report.

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 image of the monkey appeared in the final seconds of the advertisement. They further noted that the monkey had his finger pressed to his face, just below the entry to his nose. The Board did not consider that the monkey was making an offensive or obscene gesture or even that he was picking his nose. The Board considered that whilst the image was not directly relevant to the theme of the advertisement it was sweet and innocent and not intended to cause offense.

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