



CASE REPORT

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| 1. Complaint reference number | 64/03 |
| 2. Advertiser | Telstra Corporation Ltd (Sensis) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a suburban street scene, where a resident is shown twice cleaning up after a dog has fouled the grass verge outside of his home. He is next shown using the Yellow Pages, and then watching from his window as the dog again fouls the grass. He points a remote control and pop-up sprinklers are seen spraying the dog and its owner. Captions appear reading: ‘Sprinklers—Garden’ and ‘Yellow Pages.’ The advertisement ends on a Yellow Pages logo accompanied by an Internet website address.

THE COMPLAINT

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

“...a dog was doing its no. 2. How blatantly stupid is this??”

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 considered that most people would identify with the intended humour of the situation portrayed, agreeing with the advertiser that it ‘dramatises the angst that neighbours can cause one another by their casual disregard for other people’s property and the lengths that they will go to put a stop to their un-neighbourly actions.’

Determining the material did not contravene the Code in relation to violence or on any other grounds, the Board dismissed the complaint.