



CASE REPORT

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| 1. Complaint reference number | 77/05 |
| 2. Advertiser | Vodafone Network Pty Ltd (sickie) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This billboard advertisement contains a picture of a woman in a bikini, a picture of a mobile phone screen displaying the words “surf reports” and also a picture of a surfer riding a wave. The images are set against a red background with the following text in large white font: “Can your mobile tell you when to chuck a sickie?”

THE COMPLAINT

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

“My complaint is that this encourages and presents as acceptable the practice of people falsely pretending to employers that they are ill in order to be paid sick leave whilst actually attending to leisure pursuits. This practice is apparently widespread, costs industry a large amount of money, damages the Australian economy, taints a valuable scheme for the protection of genuinely sick workers...”

THE ADVERTISER’S RESPONSE

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

“The ... campaign was a light hearted look at the range of content now available on Vodafone live!”

“Vodafone strongly refutes the suggestion that the Advertisement advocates a practice of people lying to their employers about their state of health in order to enjoy leisure activities on days specifically set aside for genuine sick leave. Vodafone maintains that the Advertisement is a general advertisement for Vodafone live! Content Information Services. The slogan “info and entertainment your way” clearly indicates that it is Vodafone live! content, specifically weather updates such as surf reports, that is being advertised.”

“The headline, the subject of the complaint, was intended to be a light-hearted, tongue-in-cheek poke at a popular Australian colloquium, often used by people appreciating good weather which is best enjoyed outdoors.”

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people.

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