



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 85/03 |
| 2. Advertiser | Skywest Airlines Pty Ltd |
| 3. Product | Travel |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a photograph of a Fokker aircraft in Skywest livery under a large-type headline reading: ‘Quick Fokker,’ and over other text reading: ‘We do Geraldton-Perth in one hour.’ The advertisement also includes a Skywest logo.

THE COMPLAINT

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

“...not appropriate for a public roadway and does nothing to improve our image with overseas tourists.”

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 this advertisement did not contravene the Code in relation to the use of language.

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