



CASE REPORT

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| 1. Complaint reference number | 91/00 |
| 2. Advertiser | Monster.com.au |
| 3. Product | Employment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 April 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

There are two television advertisements:

1. The advertisement opens with a man saying, 'I've been sniffing jellyfish for several years now'. With the fingers of one hand, he presses against a nostril and, from the palm of his other hand, he noisily inhales through the other nostril a clear, gelatinous substance. The substance comes away from his nose. He inhales again, lowering his hand, his mouth contorted and the substance protruding from his nose. 'Find a more meaningful existence' appears on-screen superimposed on a shot of a pulsating heart and, to an image of the advertiser's logo with the words 'Get your life working', a voiceover says, 'Monster.com.au. The world's biggest on-line career network'.

2. The advertisement opens with a man inhaling a clear, gelatinous substance through a nostril, his mouth contorted and the substance protruding from his nose until the substance disappears. He then spits the substance from his mouth. The advertisement concludes as in (1) above.

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

'The issues relating to drugs are endless with huge amounts of money being channelled into awareness, prevention, rehabilitation and the associated repercussions. We tell our children and young adults to say No to drugs and yet advertisements such as these send a message that negates that stand.'

'Yes, I do find it most offensive. Also, it sets a bad example for any young children who might be watching. I would hate to see my toddler nephew trying to do the same kind of thing.'

'I found the jellyfish ad not only disgusting, but a violent assault upon my senses, my mind and my stomach.'

'I found the advertisement sickening to the point of having to leave the room before actually being sick myself.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board, while appreciating the personal distaste expressed by some complainants, felt that the images portrayed within the advertisements were not inappropriate given that the advertisements had received a rating requiring care in placement and disallowing their broadcast during designated

children's programmes. The Board determined that the advertisements did not breach the Code on any ground and, accordingly, dismissed the complaint.