



CASE REPORT

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| 1. Complaint reference number | 92/99 |
| 2. Advertiser | Big Kart Track Pty Ltd |
| 3. Product | Entertainment |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement comprises a photograph and text. The photograph is of two people on a “ride”. The text is superimposed across the photograph and says, ‘Wear Your Brown Jocks’ followed by the words (in smaller print) ‘Brave the Bungy Bullet at the Big Kart Track.’

THE COMPLAINT

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

‘I find “wear your brown jocks” to be offensive, crude and common. Perhaps you could contact the advertising company responsible and suggest to them that their advertising is not acceptable to some sections of the community.’

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 the advertisement would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.