



CASE REPORT

1. Complaint reference number	97/07
2. Advertiser	Telstra Corporation Ltd (Foxtel)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 10 April 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a toddler in a highchair selecting a piece of cooked pumpkin from his plate and throwing it against a fridge door. The voice of his father is heard saying "No son. No". The father crouches beside the highchair and continues slowly in a teaching voice "What did Daddy tell you? Overarm, let it go..." and he takes the child's hand holding more food and guides his hand for an overarm throw, lobbing more food onto the fridge door - just missing Mum as she enters the kitchen. The shocked look on her face causes the father to prevaricate, advising the child in a responsible parental way "No..." A male voiceover asks "Sport run in the family?"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Firstly, it's offensive in that it depicts food being wasted. However, more importantly, because the ad is shown throughout the day, it is enticing other toddlers, who do not understand the cryptic message, that it is OK to misbehave by throwing food.

THE ADVERTISER'S RESPONSE

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

In terms of the complaint the spot is designed to light hearted and humorous by sending up sport fanaticism and I really do not think that it will encourage imitation of this behaviour.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board agreed that this advertisement was not at all offensive by community standards and that there was no basis on which to find that this advertisement breached any section of the Code.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.