



## **CASE REPORT**

1. Complaint reference number	99/01
2. Advertiser	Aurora Energy Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 May 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement features a female voiceover who says, ‘Power bills. Who needs them?’ A male voice in the background says, ‘Oh, poop’. The female continues, explaining that pay-as-you-go meters offer an alternative to power bills for customers of Aurora Energy.

## **THE COMPLAINT**

Comments made by the complainant in relation to this radio advertisement include the following:

*‘I do feel I have to voice my concern regarding radio and television advertising by Aurora in Tasmania . ..... this year on both radio and TV they have a guy using a very rude word – in my opinion – after receiving his Aurora account in the mail.’*

## **THE DETERMINATION**

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

The Board determined that the material within the advertisement did not contravene prevailing community standards in relation to the use of language, and that the advertisement did not breach the Code on this or any other ground. Accordingly, the Board dismissed the complaint.