



CASE REPORT

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| 1. Complaint reference number | 52/00 |
| 2. Advertiser | Nike Australia Pty Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement commences with a scene of a man driving a ball pick-up buggy at a golf driving range, which appears to be struck by an object with some force. The man stops, looks down to see a football amongst the golf balls, then looks up to see the Australian Rules footballers Wayne Carey and Matthew Lloyd lined up amongst the other golfers, but with baskets of footballs as opposed to golf balls. One of them yells out ‘Sorry mate’ as they both take up new footballs and prepare to kick. The man driving the pick-up buggy turns hurriedly away as the kicked footballs are seen heading towards him.

THE COMPLAINT

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

“I own a golf driving range and people do try and hit the driver with golf balls while he is working....This is a dangerous practice that has resulted in people getting hurt.”

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 advertisement did not contain material that contravened prevailing community standards on safety, noting that the scene in question was presented in a humorous and clearly fictitious context. It was also noted that there was no suggestion that the men were deliberately aiming to hit the driver, rather that he happened to come close to the target flags. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.