



**Ad Standards** Community Panel  
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[AdStandards.com.au](http://AdStandards.com.au)

Advertising Standards Bureau Limited  
ACN 084 452 666

## Case Report

1	<b>Case Number</b>	<b>0034/18</b>
2	<b>Advertiser</b>	<b>Purplebricks</b>
3	<b>Product</b>	<b>Real Estate</b>
4	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
5	<b>Date of Determination</b>	<b>07/02/2018</b>
6	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

- Other Social Values
- 2.3 - Violence Violence

### DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features two men on a beach discussing the sale of a property whilst building sandcastles. One of the men becomes upset and destroys both sand castles.

### THE COMPLAINT

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

*I feel that it gives a wrong message that if you have made an error of judgement ,then it's okay to take out your frustration aggressively and childishly in front of kids. that behaviour is never funny.*

### THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:



*The humour in this TVC centres around an adult's childish response to the frustration surrounding the very grown up business of selling property.*

*The destruction of the sandcastle is harmless and a common sight on our beaches. The child's response is one of mild bemusement.*

## **THE DETERMINATION**

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

The Board noted the complainants' concerns that the advertisement depicts aggressive behaviour which is inappropriate.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted the TV advertisement featured two men on the beach building sand castles and talking about one man having sold his house. When the man hears he could have saved money by using the advertised product he becomes frustrated and destroys the sandcastles.

The Board considered the complainant's concern that the advertisement shows overly aggressive behaviour when he smashes the sandcastles.

The Board considered that the advertisement shows the man becoming frustrated rather than violent and is intended to be humorous in its depiction of a man acting as a child having a tantrum might have. The Board considered that his frustration is not directed at a person and considered that the children in the advertisement don't appear frightened or concerned by his behaviour.

In the Board's view the advertisement did not present or portray violence and did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.

