



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

1	Case Number	0041/14
2	Advertiser	Hammonds Paints
3	Product	House Goods Services
4	Type of Advertisement / media	TV
5	Date of Determination	12/02/2014
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.3 - Violence Domestic Violence

### DESCRIPTION OF THE ADVERTISEMENT

Two couples are seated around a table outdoors. One of the men says he will see the other man at the weekend. One of the women replies that he won't because that man will be painting his house again. She then appears to nudge the man under the table.

### THE COMPLAINT

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

*I find it unacceptable that one of the female actors in this commercial is clearly kicking her actor husband under the table for the poor choice of paint and the poor job he has done with the painting. It come across to me as quiet violent and an unnecessary.*

### THE ADVERTISER'S RESPONSE

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

*The advertisement in questions has appeared regularly since May 18, 2012 only in the Ballarat region.*

*This frivolous complaint is without any foundation whatsoever. For 16 years our ads have depicted mistakes people have made when painting, concluding with the theme 'Should've gone to Hammonds'. (Note, a similar concept and the same theme is now being used by Specsavers).*

*This is unquestionably one of the longest running campaigns (same concept and theme) on Australian television, having been on air continuously since 1998.*

## **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 complainant's concerns that the advertisement depicts a woman kicking a man which is violent and unnecessary.

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 that the advertisement features two couples seated at an outdoors table and that one of the women appears to kick one of the men under the table to show her displeasure with him.

The Board noted that it had previously dismissed a similar advertisement featuring a woman hitting a man over the head with a frying pan (0017/11) where:

"The majority of the Board considered that most members of the community would find the advertisement humorous and would recognise that it was not encouraging or condoning violence, but rather emphasising the unlikely but familiar situation between couples over decisions such as the colour of paint and home renovating in general."

The Board noted that the issue of domestic violence is very serious and should not be made light of however the Board considered that in this instance the scene represents a light hearted and realistic domestic scenario between a couple rather than an act of violence.

Based on the above the Board determined that the advertisement 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.

