



Case Report

1	Case Number	0062/11
2	Advertiser	Zinc Lifestyle & Gifts
3	Product	Clothing
4	Type of Advertisement / media	Outdoor
5	Date of Determination	09/03/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Violence Other

DESCRIPTION OF THE ADVERTISEMENT

Collage of images which include two female faces, hot air balloons, a man with a guitar and a young boy in a space suit holding what appears to be a large gun.

THE COMPLAINT

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

As a mother of 3 small children (2 are boys) I object to the image of a child holding a machine gun.

THE ADVERTISER'S RESPONSE

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

This was designed by a graphic designer and incorporates a boy dressed in an astronaut suit and holding a lazer. We thought the look on his face was one of 'attitude' rather than sadness. The image was used in the 1950 as a food advertisement.

THE DETERMINATION

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

The Board noted complainants' concerns that the advertisement depicts an image of a child holding a machine gun.

The Board noted section 2.2 of the Code which requires that 'advertising or marketing communications not use violence unless it is appropriate in the context of the advertised product or service.'

The Board noted the advertisement is a collage, with one of the images being a young boy dressed up in a space suit and holding a black gun.

The Board considered that most reasonable members of the community would understand that this image is of a boy dressing up and that the gun he is holding is part of the costume he is wearing.

The Board noted that the other images in the collage included women's faces, mountain scenery, hot air balloons and someone playing a guitar. The Board considered that the overall message of the advertisement was a blending of images, and that there was no suggestion or threat of violence.

The Board determined that the advertisement did not breach section 2.2 of the Code as it does not depict or condone violence.

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