



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

| | | |
|---|--------------------------------------|-------------------------|
| 1 | Case Number | 0132/18 |
| 2 | Advertiser | Purplebricks |
| 3 | Product | Real Estate |
| 4 | Type of Advertisement / media | TV - Free to air |
| 5 | Date of Determination | 21/03/2018 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts two women in a garden talking about real estate. One woman becomes frustrated at having paid commission on the sale of her property and uses a whipper snipper to cut the heads off her flowers and a gnome.

THE COMPLAINT

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

In this day and age where violence in the community is a growing concern, it is totally inappropriate to be showing any violence on television where an impressionable child or adult could see the ad and view the behaviour as acceptable. Had a man been depicted in the same ad the viewing community would have been screaming 'Domestic violence'.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this





advertisement include the following:

The ad is in no way "violent". Our actor expresses her frustration on "her" own flowerbed.

THE DETERMINATION

The Ad Standards Community Panel ("Panel") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Panel noted the complainant's concerns that the advertisement depicts aggressive behaviour which is inappropriate.

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

The Panel 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 Panel noted the TV advertisement featured two women gardening and talking about house sales. When one woman hears she could have saved money by using the advertised product she becomes frustrated and begins to chop the heads off flowers with her whipper snipper. She spots a garden gnome and we the see the gnome's head landing in the grass.

The Panel considered the complainant's concern that the advertisement shows overly aggressive behaviour when she attacks the plants and gnome.

The Panel noted they had recently considered a similar complaint about an advertisement by the same advertiser in case 0034/18, in which:

"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."

Consistent with the previous determination, the Panel considered that the woman in this advertisement was shown acting out of frustration, and this frustration was not directed at a person. Further, the Panel noted that there were no children in the advertisement and that the other woman in the advertisement does not appear



alarmed or frightened by the woman's behaviour.

The Panel noted that the woman takes out her frustrations in her own garden and no other properties were affected by her actions.

The Panel determined that 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 Panel dismissed the complaint.

