



Case Report

1	Case Number	0153/13
2	Advertiser	Global Shop Direct
3	Product	House Goods Services
4	Type of Advertisement / media	Pay TV
5	Date of Determination	22/05/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.3 - Violence Violence
- 2.3 - Violence Weapons

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is for a knife sharpener called 'Edge of Glory' and features a scene where a man sharpens a credit card and uses it to cut a tomato in half.

THE COMPLAINT

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

Not wanting to come across as a little paranoid, but in these days of violence and terrorism, I was concerned that we do not need to be showing this type of demonstration to those with a violent tendency.

I have no issue with Global Shop Direct or knife sharpeners, just the content of this particular commercial

As a part of the ad they demonstrate how it sharpens knives but it also shows how it could be used to sharpen the edge of a credit card to the point it can cut cleanly through a tomato. I believe that this is inappropriate as it shows that credit cards could be sharpened by the product and could possibly be used as a CONCEALED WEAPON.

THE ADVERTISER'S RESPONSE

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

The demonstration in question where the presenter sharpens a credit card is and would be interpreted by any regular person as an exaggerated scenario to convey the effectiveness of the product. Any normal person would know that a credit card is not intended to be used as a knife. Simply showing a knife or a sharpened credit card does not encourage or condone violence. It is not actually possible to sharpen a credit card to the extent where it can be used as a weapon or lead to people cutting their fingers, it's no different than having a plastic knife.

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 could encourage viewers to sharpen credit cards for use as a weapon.

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 of the Code 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 a man demonstrating the product the “edge of glory,” a household knife sharpening aid. The man sharpens knives and then cuts through various fruits and vegetables with apparent ease. In addition he sharpens the edge of a credit card and then uses it to cut tomatoes.

The Board noted that man speaking is presenting information that is relevant to the product and the manner in which it is presented is factual and informative and is not suggestive of anything inappropriate. The Board noted that the man sharpens the credit card and then immediately cuts the tomato with the card and does not suggest it could be used for purposes other than this.

The Board considered that the advertisement does not encourage or condone the use of the product for purposes of violent or aggressive behaviour and that it does not portray violence

and did not depict material which would be in breach of Section 2.3 of the Code.

The Board then considered Section 2.6 of the Code. Section 2.6 of the Code states:
“Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement includes scenes that show the knives being used in an appropriate environment and by an experienced presenter. The Board considered that the factual presentation of how to use the product within the advertisement did not amount to material that was contrary to community standards on health and safety and did not breach Section 2.6 of the Code.

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