



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0297/10</b>
<b>2</b>	<b>Advertiser</b>	<b>LG Electronics Aust Pty Ltd</b>
<b>3</b>	<b>Product</b>	<b>House goods/services</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>14/07/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.2 - Violence Cruelty to animals

### DESCRIPTION OF THE ADVERTISEMENT

The ad opens on a close up of a TV screen. It shows a jungle and a large cat jumps out of the foliage towards the viewer then runs off to the side, growling. A landrover pulls up and two people jump from it. One of them is shown crouching down and firing something in the direction of the large cat, and as the camera pulls back to show the family viewing the TV from their sofa, it appears as though whatever was fired is whistling over their heads. Butterflies appear to fly from the TV screen and the male voiceover says, "What if you didn't just watch TV: you lived it?" whilst the camera pans round to show that the lounge is full of jungle foliage similar to what the family are watching on TV. The ad finishes with the voiceover saying, "Not all 3D TVs are made equal."

### THE COMPLAINT

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

*Violence. Shooting. Elimination of endangered animals. All promoted as things people should 'live'.*

### THE ADVERTISER'S RESPONSE

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

*LG takes any complaint about its advertising seriously. It is never LG's intention to cause any offence to any member of the community through its marketing activities.*

*LG understands that a complaint has been received by the Advertising Standard Bureau ("ASB") in relation to LG's Infinia television commercial ("TVC"). As a result of this complaint, the ASB is considering whether the TVC is in breach of section 2 of the Australian Association of National Advertisers Code of Ethics.*

*Whilst LG is concerned that the TVC has caused offence, for the reasons outlined below, LG does not consider that the advertisement presents or portrays violence. LG is therefore of the view that the TVC does not breach section 2.2 or any other provision of the Code.*

*The intent of the TVC is to employ hyper-realism or fantasy to dramatise the 3D capacity of the advertised product. It therefore depicts an 'unreal' exaggerated situation, being a family sitting in a jungle watching TV. The voice over "imagine you didn't just watch TV, you lived it" is also used to highlight that the action in the TVC is not real and is used to dramatise the 3D images on offer.*

*The TVC is not in any way designed to suggest that LG promotes violence, shooting and the elimination of endangered animals and there is no evidence that the advertisement promotes these themes.*

*The images the subject of the complaint, being the "large cat" and the person with a "rifle" are not the intended focus of the advert and are merely used to promote the dramatic possibilities of the 3D medium. There is also no visual nor implication of the large cat being shot. The clear perception is that a tranquilizer dart goes over the animals head (as the animal leaps out of the frame) and lands on the couch besides the three people enjoying the fantastical viewing experience. The dart is in clear view at this point, demonstrating that this is not a bullet and not intended to endanger wildlife.*

*As the product in question is a 3D television, the use of a "jungle type" setting that engages the viewer is justifiable in the context. The phenomenon of 3D has received widespread publicity and LG contends that there is general understanding that the medium creates an exaggerated vision that lends itself to legitimate unreal dramatization.*

*LG submits that the TVC does not portray violence and therefore is not a breach of section 2.2 of the Code.*

*The TVC was approved by CAD with a "G" rating. A "G" rating is given to commercials where the content is very mild in impact and does not contain any matter likely to be unsuitable for children to watch without supervision.*

*The classification of the TVC in question with a "G" rating supports LG's belief that the TVC does not portray violence.*

#### *Conclusion*

*Whilst LG takes complaints seriously, LG does not consider that the TVC in question portrays violence and as such, LG submits that the advertisement does not in any way breach section 2.2 or any other section of the Code.*

*Further LG requests that ASB takes into consideration the fantasy/puffery elements of hyper-realism in this particular advertisement and that it determines that the complaint is not upheld.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2.1 of the Advertiser Code of Ethics (the “Code”).

The Board considered the complainant's concerns that the advertisement depicts violence and elimination of endangered animals.

The Board viewed the advertisement and noted that the focus of the advertisement is the three dimensional feature of the television. The Board noted that there are fleeting images of a hunter and various animals. The Board considered that there was no depiction of shooting (other than a tranquiliser dart) and that there were no animals harmed in the advertisement.

The Board considered that there was no violence in the advertisement and that the advertisement did not condone or encourage violence against or killing of endangered animals.

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