



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0305/18
2	Advertiser	Sportsbet
3	Product	Gaming
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	11/07/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Weapons

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a man attempting to defuse a bomb when he is interrupted by a voiceover speaking about gambling.

THE COMPLAINT

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

I find it grossly insensitive and wrong when communities continue to struggle against terrorism that any company would trivialise the act of bomb making by using it to promote gambling. This ad should be promptly withdrawn.

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response to the complaint.



THE DETERMINATION

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

The Panel noted the complainant's concern that the advertisement is trivialises bomb making.

The Panel viewed the advertisement and noted the advertiser did not provide a response.

The Panel noted that this television advertisement features a man attempting to defuse a bomb when he is interrupted by a voiceover speaking about gambling. The man dives away from the bomb and it releases a small puff of smoke.

The Panel considered whether the advertisement breached 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 complainant's concern that the advertisement is trivialises bomb making.

The Panel considered that the advertisement was not depicting someone making a bomb, rather it was playing on the common movie trope of someone attempting to diffuse a bomb by cutting a coloured wire. The Panel acknowledged that there is a heightened awareness of terrorism in the community, however considered there was not an obvious link between the movie-like behaviour in this advertisement and terrorism.

The Panel considered that the interpretation that this advertisement was trivialising the act of bomb making was an interpretation that would be unlikely to be shared by most members of the community.

The Panel noted that there was a resolution to the advertisement where a small puff of smoke is released and considered that this resolves any tension there may have been in the advertisement. The Panel considered that the background music to the advertisement is light-hearted and not menacing and that the overall effect of the advertisement was not distressing or alarming.

The Panel determined that the advertisement did not present or portray violence and in the Panel's view the advertisement 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.