



Case Report

1	Case Number	0320/16
2	Advertiser	Tax Tips
3	Product	Professional Service
4	Type of Advertisement / media	Radio
5	Date of Determination	10/08/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is in the style of a Three Stooges skit and uses physical farce and slapstick, and sound effects, like 'ouch' to set the stage for their product.

THE COMPLAINT

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

The advertisement is in the style of a Three Stooges skit and is promoting violence.

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.

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 complainant's concerns that the advertisement is promoting violence.

The Board listened to the advertisement and noted the advertiser did not provide a response.

The Board 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 Board noted that the advertisement was an obvious cartoon that sounded reminiscent of slapstick comedy in the style of the 'Three Stooges'. The Board considered that in a similar vein to the Three Stooges, whose hallmark was physical farce and slapstick, the current advertisement used sound effects like 'ouch' to set the stage for their product.

The Board considered that the music and sound effects were used to exaggerate the consistently cartoonish nature of the advertisement and although the sounds suggested hitting, the overall effect was not a depiction or suggestion of violence, given its obvious fantasy, farcical and slapstick nature.

The Board determined that the advertisement did not breach Section 2.3 of the Code.

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