



Case Report

1	Case Number	0350/11
2	Advertiser	The Edge 96.1 fm
3	Product	Vehicles
4	Type of Advertisement / media	Radio
5	Date of Determination	14/09/2011
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.2 - Violence Other

DESCRIPTION OF THE ADVERTISEMENT

A man asks Norma if he can fiddle with her timing belt and she replies that she will give him a belt and we hear the sound of a slap. A male voice over then talks about Hawkesbury Holden's winter service special.

THE COMPLAINT

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

That they think that violence against men is a big joke and that they keep making ads portraying this like it should be accepted by society.

THE ADVERTISER'S RESPONSE

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

Hawkesbury Valley Holden, have a number of advertisements running that depict a 'hen pecked' husband talking about various things relating to cars. This complaint relates to the

advertisement that highlights their service offer. There are another three creative executions all of a similar theme.

This is the only complaint we have received regarding this range of ads, which have been running from mid-July.

Although there is the sound effect of a slap in the advertisement I believe the average Edge listener (The Edge is a hip-hop station) would not see this as encouraging violence or depicting violence for its own sake.

If you require any further information please do not hesitate to contact and I look forward to the outcome of your investigation.

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 concern that the advertisement was suggestive of violence against a man and that this is not acceptable.

The Board noted that Section 2.2 of the Code requires that violence not be presented unless it is justifiable in the context of the product or service advertised.

The Board noted that the advertiser mentioned that this is one of a series of advertisements which depicts a ‘hen pecked’ husband and that the sound effect of the slap would not be seen as encouraging violence or depicting violence for its own sake.

The Board listened to the advertisement and noted the sound of a man being hit and his expression of pain. The sound effect suggested that the woman’s slap hurt the man. The Board considered that the sound effects were realistic and were not humorous nor could they be considered a slap stick depiction of violence.

The Board considered that hitting a ‘hen pecked husband’, even in response to a possibly sexual double entendre, is behaviour that is not relevant to the product or service advertised. The Board noted significant community concern about domestic violence and, considered that, although most domestic violence is perpetrated by men against women, it is not appropriate to be depicting violence against men in the context of a dispute between a couple.

On the basis that the advertisement depicted violence and that such violence was not justified in the context of the product or service advertised, the Board determined that the advertisement contravened Section 2.2 of the Code.

Finding that the advertisement did breach the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

I wish to confirm that as of 19th September all the relevant and offending Hawkesbury Valley Holden commercials are no longer being broadcast on this or any other ARN station.