



## **CASE REPORT**

1. Complaint reference number	10/05
2. Advertiser	Agfaphoto Australia
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features footage of various photographic images and newspaper clippings. The copy in the advertisement reads “Thousands around the world are held captive, with more captured every day. Men, women, children, pets. The guilty are among us. You could be one of them. An internet based movement is growing. Free your memory. Print your digital photos. Agfaphoto.com.au.”

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*“... While the capturing and printing are technical photographic terms, the real point of the advertisement does not become clear until the end of the advertisement. Up to this point it seems that the advertisement relates to children being taken for abusive reasons, the filming of a paedophile and that there was an internet based site to assist in finding these children. Using the subject of child abduction for this purpose is to me a very offensive one.”*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*“We do not believe the advertisement is in breach of the code. In particular we would like to note that, while the complainant states the advertisement depicts paedophilia and child abduction, there is no evidence of vilification of children at all. Our reference to ‘men, women, children ... even pets’ leaves no doubt to the broad context of capturing and releasing photo memories.”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (age). Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.