



## **CASE REPORT**

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|-------------------------------|------------------------------|
| 1. Complaint reference number | 109/03                       |
| 2. Advertiser                 | Guests Furniture             |
| 3. Product                    | Housegoods/services          |
| 4. Type of advertisement      | TV                           |
| 5. Nature of complaint        | Violence Other – section 2.2 |
| 6. Date of determination      | Tuesday, 13 May 2003         |
| 7. DETERMINATION              | Dismissed                    |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on modern domestic lounge room, where a man is sitting on a couch reading a newspaper when he hears the sound of a woman walking toward him. He stands and smiles, only to be smacked across the face with the woman's handbag as she storms through the room. Over a closing full-screen graphic featuring the advertiser's name, a male voiceover states: "Prices have been knocked down at Guests Furniture".

## **THE COMPLAINT**

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

*"This is domestic violence!"*

*"I feel it is not acceptable to depict either sex hitting one another as a means to sell a product."  
"Children just need more violence at the moment."*

*"We were stunned by the strength of the blow, regardless of its complete isolation from anything else in the commercial...it appears to be just plain VICIOUS." [Complainant's capitalisation ].*

*"Female to male violence is no more amusing than male to female violence."*

*"There is enough violence around without legitimising it in ads, and in prime time TV."*

*"I do not regard gratuitous violence as acceptable...I find the advertisement to be disgusting and offensive."*

*"...it is very offensive especially to those in our community who are working hard to put a stop to violence in the home."*

*"...we are so shocked every time the woman belts the man."*

*"...it tries to make a joke of unprovoked violence."*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board considered that the majority of people would recognise the intended humour in the depiction, and determined that it did not constitute violence as represented in the Code.

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