



## **CASE REPORT**

1. Complaint reference number	113/07
2. Advertiser	Domayne (Voodoo Knife Block Set)
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 10 April 2007
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features various kitchen items including a set of kitchen knives. The red knife holder is an image similar to that of a voodoo doll and the knives are stored in slits positioned on the doll's head, chest, stomach, left thigh and right leg.

## **THE COMPLAINT**

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

*We are complaining about the upsurge of violence etc in the community and the mere fact of returning a knife to the knife block conjures up violence every time. At first I thought it was a "bad taste" toy of some kind.*

## **THE ADVERTISER'S RESPONSE**

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

*I note the comments from the customer, and advise that the product is widely available in homewares outlets across Australia. The advertisement has per our records only run on this one occasion so far.*

## **THE DETERMINATION**

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

The Board agreed that the complaint received was about the product, not the advertisement.

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