



CASE REPORT

1. Complaint reference number	119/00
2. Advertiser	The Herald & Weekly Times Ltd (Herald Sun)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is set in a locker room and shows a footballer (Mick Martyn) wearing a tracksuit, carrying a holdall and checking to ensure he is alone. He removes an ‘AFL 2000 Footy Team Album’ from the bag and pins it to a notice board. From a box, he assembles a dart and throws it at a pictured player. The action moves to the two men tackling in an actual football game. In the locker room, he smiles and throws another dart. The action again moves to these two men on the field. Back in the locker room, Martyn, now mud-spattered and wearing football clothes, stands at the notice board, turns the pages of the album, places a black mark on a player and smiles. A voiceover says, ‘The bigger 32-page official season 2000 footy album. Get it free with the token in Monday’s Herald Sun. Mick says, “Get ‘em all”.’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘The ad was shown at a time when many children would have been watching many of whom would be football supporters – it could influence them to perform similar acts of simulated violence. This ad is anti sport; it depicts values which do not represent sportsmanship and fair play. It depicts a criminal act (carrying a menacing weapon) (which) could incite assault and actual incidents on the football ground.’

‘To use a well known footballer, like Mickey Martin, looking like the devil incarnate displaying such evil intent, is a very bad example to young children’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the situation portrayed was clearly fictitious with no realistic connotations of actual violence. The Board, accordingly, dismissed the complaint.