



CASE REPORT

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| 1. Complaint reference number | 13/98 |
| 2. Advertiser | Ventura International Pty Ltd |
| 3. Product | Leisure |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 March 1998 |
| 7. DETERMINATION | Dismissed |

THE COMPLAINT

This complaint was forwarded to the Board by Ms Marie Ficarra, MP.

Comments from the complainant included the following:

'I was amazed that the average viewer has become so brainwashed to accept this type of advertising which goes against the values which children should be taught. Are we so cynical that these values cease to exist in this day and age?'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics. In particular, the Board considered paragraph 2.2 of the Code.

2.2 Advertisements should not present or portray violence except unless it is justifiable in the context of the product or service advertised.

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics and accordingly dismissed this complaint.