



CASE REPORT

1. Complaint reference number	132/01
2. Advertiser	Janome Sewing Machine Co. (Mother's Day Promotion 2001)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement begins with a series of photographs showing a mother, her two children and their grandmother with a Janome sewing machine explained by the daughter's voice as a Mother's Day gift which the grandmother helped purchase for 'the best price' by the way 'she talked to the nice sales man.' One photograph show the grandmother holding the sales assistant by the ear, and another shows her with the assistant's arm twisted behind his back. A final photograph shows the assistant with head bandaged and face cut and bruised as the daughter's voice suggests other purchasers should tell him that 'grandma sent you.'

THE COMPLAINT

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

'I believe the underlying message in this advertisement is violence and I believe it implies that violence is a useful tool to sell merchandise to select (and possibly uneducated) members of the public...'

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 determined that the advertisement did not breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint. The Board noted the contextual humour in the advertisement.