



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 132/08  |
| 2. Advertiser                 | Koala Glass   |
| 3. Product                    | House goods/services                                  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Other - Social values |
| 6. Date of determination      | Monday, 19 May 2008                                   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement begins with a close up of a car steering wheel. The camera pans out as the windscreen of the car is smashed by a baseball bat. A mischievous giggle is heard and then another windscreen is smashed. Again the camera pans out to show a stuffed/toy koala wielding a baseball bat and smashing several more windscreens. A voice over states "For a limited time only, Koala Glass is offering windscreen replacements from as low as \$139. Another smashing offer from Koala Glass". The Koala is then seen sitting on the bonnet of a car continuing to smash the windscreen.

## **THE COMPLAINT**

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

*I find this advertisement quite gross, because if any young people were watching the Nine Network's breakfast show, they would of seen that advertisement and thought that it is quite okay to break into cars.*

## **THE ADVERTISER'S RESPONSE**

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

*Please be advised the TV Commercial in question has been removed from the airways.*

*We are currently reviewing our TV Commercials with negotiations underway for an entire new concept.*

*The commercial in question will NOT be aired again.*

## **THE DETERMINATION**

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

The Board noted the complainants' concerns and reviewed the advertisement under Section 2.2 of the Code which deals with the portrayal of violence.

The Board viewed the television commercial and noted the level of violence portrayed. The Board considered the violence to be graphic, realistic and gratifying to the Koala.

The Board also considered the silliness of the premise and agreed the level of violence portrayed was negated to a certain extent by the fact the bat was being wielded by a stuffed koala.

On balance the Board determined that the advertisement did not breach Section 2.2 of the Code however they noted that the advertiser had responded to the complaint by withdrawing the advertisement. The Board commended the advertiser's actions and noted that the advertisement would not be used again.

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