



## **CASE REPORT**

1. Complaint reference number	137/99
2. Advertiser	New Generation Clothing
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement includes visuals of a man walking down the street. The impression is created that he is being approached by a television cameraperson to be interviewed or filmed as he (the man) angrily says, 'What do you want?...get out of here' These images are interspersed with still shots focusing on items of his clothing and giving prices. The advertisement also shows a young woman walking along a street. She is presumably also approached by a cameraperson seeking an interview or photographs. The woman is clearly angry and shouts, 'Leave me alone...urghh...go away!' Once again, the images are interspersed with still shots focusing on items of the woman's clothing and quoting prices and advertiser details. The advertisement draws to a close with a voiceover saying, 'If you don't want the attention...we suggest you shop elsewhere.'

## **THE COMPLAINT**

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

*'(In the advertisement) a young female is presumably being chased and is trying to portray fear which causes her to shout and scream into the television camera...This type of advertisement is quite horrible to watch, in fact I had to really concentrate to make sure of just what it was supposed to be advertising, the clothing being worn by the participant was the last thing I would have picked...There is quite enough fear and horror on TV today without Clothing Companies joining in.'*

## **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 noted the obvious humorous context of the advertisement and determined that the advertisement would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.