



CASE REPORT

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| 1. Complaint reference number | 150/99 |
| 2. Advertiser | Rebel Sport Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement begins with a number of children having a conversation. A boy says ‘Aw, gee Nigel you’re mum’s a bit full on, isn’t she?’ In the background, a woman’s voice is heard shouting ‘Rip his head off, Nigel!’. Another child says ‘What about your mum Hamish?’ as another woman in the background is heard shouting ‘Flog him in two, Hamish!’ The conversation continues between the children ‘Oh, they both love their sport, God love them ... And my mum did get me all this cool footy gear from Rebel Sport ... And it’s Mothers’ Day on Sunday you know ... Yeah, I can get my mum some hand weights from Rebel Sport’. A voiceover then says ‘With Rebel Sport’s great Mothers’ Day savings, anyone can save on top brand apparel, sports gear and footwear ... at Rebel Sport, anyone’s mum can play ... winter savings catalogue out now’. A child says ‘My mum would love some new netball shoes’ and a woman is heard in the background saying ‘Atta boy!’

THE COMPLAINT

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

“I find it extremely offensive in so far as it encourages violence in sport – particularly young peoples’ sport.”

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 material contained in the advertisement did not breach the Code and would not offend prevailing community views and standards, particularly given its overall humorous context. The Board, accordingly, dismissed the complaint.