



CASE REPORT

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| 1. Complaint reference number | 159/00 |
| 2. Advertiser | Mambo Graphics Pty Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 June 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement constitutes a catalogue headed, ‘Mambo Comfort Zone – Winter 2000’. Pages with photographs of garments alternate with pages of pictorial fashion shots. The fashion shots include portrayals of the following: a man wearing a beanie attempting to break into a car; a man cowering before another with a weapon; a man walking on water; a man tossed in the air as his bicycle collides with a car; an aeroplane diving towards the ground; a man being resuscitated by another on a beach; and two men in a street examining goods in the back of a van.

THE COMPLAINT

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

‘..... I find the scenes portrayed in this brochure are offensive. It’s not cool, clever or smart it’s just pathetic.’

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 within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.