



CASE REPORT

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| 1. Complaint reference number | 178/01 |
| 2. Advertiser | Peter Cook Amcal Chemist |
| 3. Product | Retail |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

One of a series of radio advertisements promoting “the grand reopening of the new look Peter Cook Amcal Chemist,” this version includes the lines “shoot your dog, shoot your wife, shoot your family,” with the references to film processing supported by the phrases being separated by camera sounds

THE COMPLAINT

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

‘We believe that the ad is in extremely bad taste; that it portrays firearms in a grossly irresponsible light and encourages violence.’

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 considered the camera sound effects used in the advertisement made it quite clear that the shooting references related to photography.

Finding that the advertisement did not contravene provisions of the Code pertaining to violence and health & safety, or breach the Code on any other grounds, the Board dismissed the complaint.