



CASE REPORT

1. Complaint reference number	20/02
2. Advertiser	AWB Photo & Film Company
3. Product	Professional Company
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 12 February 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned, ‘Shoot your kids for Christmas’, offers free portrait sitting. The Remainder of the advertisement comprises a logo and contact details.

THE COMPLAINT

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

‘I could devote this paragraph to elaborating on the nature of my complaint (as well as horror and disgust). However, I believe those points will be blatantly obvious to any rational thinking person.’

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 was of the view that the advertisement’s caption was an obvious play on words.

The Board determined that the material within the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

The Board noted in passing that the advertiser had voluntarily withdrawn the advertisement on notice of the complaint.