



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 215/00                          |
| 2. Advertiser                 | Rivers Aust Pty Ltd             |
| 3. Product                    | Retail                          |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 8 August 2000          |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement begins with a graphic comprising the Rivers logo to which are added the words, 'Clearance Outlets'. The graphic then takes the form of a moving target accompanied by the sound of shots, targets falling and text: "Great Shot! Missed hey? You certainly won't miss when you shop at a Rivers Clearance Outlet. With savings up to 70%". Items of merchandise and descriptive text are shown, targeted and shot. The advertisement concludes with the Rivers logo, address and website and the sound of several shots.

## **THE COMPLAINT**

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

*'This advertisement ..... is totally inappropriate given the publicity/public concerns about guns and their appropriate use.'*

## **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 on Health and Safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.