



## **CASE REPORT**

1. Complaint reference number	23/03
2. Advertiser	Hewlett Packard Australia Pty Ltd
3. Product	Information Technology
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 March 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a European-style café scene where a superimposed computer screen cursor points to one of a group of men drinking at a table, and appears to lift him up and throw him across the room, overturning furniture in the process. The arrow cursor then appears to pick up the man again and throw him through double doors into a snow-lined street, and then along that street, over a parked car, and eventually through the open doors of a police van, alongside which two officers are waiting. As they close the doors and prepare to drive the man away, a voice-over states: “Using HP mobile technology to get information easily and quickly, the world’s police forces now fight crime digitally.” Accompanying superimposed captions read: ‘crimefighters + hp = everything is possible.’ The advertisement closes on the advertiser’s logo.

## **THE COMPLAINT**

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

*“What it actually shows is an example of illegal police behaviour—the use of excessive violence during an arrest...this advertising is presenting and condoning illegal action by a law enforcement agency in order to promote its product...”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

Noting advice from the advertiser that this commercial was currently being shown in over 50 countries around the world without any other complaint, the Board considered that, within the context of prevailing community standards in Australia, the majority of people would not consider the content to portray violence.

The Board determined that the content did not contravene any provisions of the Code.

Accordingly, the complaint was dismissed.