



## **CASE REPORT**

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|-------------------------------|------------------------------|
| 1. Complaint reference number | 231/01                       |
| 2. Advertiser                 | First One Imports Pty Ltd    |
| 3. Product                    | Retail                       |
| 4. Type of advertisement      | Print                        |
| 5. Nature of complaint        | Violence Other – section 2.2 |
| 6. Date of determination      | Tuesday, 11 September 2001   |
| 7. DETERMINATION              | Dismissed                    |

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement includes a headline “Car Dealer Shot” and a photograph showing a man laying prone over the bonnet of a small van, with an accompanying caption reading “Note: No car dealers were injured in the making of this advertisement.” Text details reductions in the prices of cars being offered for sale.

## **THE COMPLAINT**

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

*“I find this appalling ad very distasteful and below what should be acceptable in what is supposed to be a family paper, especially one that is delivered to my front door unrequested. Small children who can’t read are still visually alert and intelligent enough to be disturbed by such a graphic depiction of a murder scene shown in full colour, also what could the many people who live in our district that are not able to read or write English be expected to deduct (sic) from this picture?”*

## **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 determined that, given its obviously-intended humour, the advertisement did not contravene the Code’s provisions relating to the portrayal of violence. It further determined that the material did not breach the Code on any other grounds and, accordingly, the complaint was dismissed.