



CASE REPORT

1. Complaint reference number	231/04
2. Advertiser	FUJIFILM Australia Pty Ltd
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 September 2004
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts two men being taken hostage at a border post by a group of guards. The two men are roughly dragged into an old shed. A man who appears to be the chief guard motions to one of his several surrounding officers to take one of the hostages away but the hostage asks for his freedom on the basis that he has a family. He takes out a picture of his wife and child and shows the chief guard. The chief guard appears sympathetic and lets the man go. The other hostage also tells the chief guard that he has a family but he does not have a photo to prove it. The chief guard indicates that the hostage is to be taken away and two other guards grab the hostage and force him into the back passage of the room that leads to an area with metal bars. The voice over states “Whatever you do, take your digital photo’s into a Fuji Frontier Digital Photo Lab and get them printed.”

THE COMPLAINT

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

“The depiction of hostages talking in a military or terrorist scenario with one man being spared because he can show photos of his family and the other apparently being taken away – for execution? Because he has no pictures in his wallet, this is highly offensive in this time of war and terrorism.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The advertisement does not, in our opinion, present or portray violence. Although there is the suggestion that the captive who cannot produce photographs of his family may be subjected to possible violence, there is no actual violence depicted in the advertisement. FUJIFILM Australia does not condone violence in any form. FUJIFILM Australia is sensitive to community issues and concerns. The advertisement is not intended to relate to the Middle East or to Iraq or to make light of the current world situation and hostage taking.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that section 2.2 of the Code was relevant in the circumstances.

Section 2.2 of the Code states that:

“Advertisements shall not present or portray violence unless it is justifiable in the context of the

product or service being advertised.”

The Board was of the view that extreme violence was implicit in the scenario depicted. The Board was of the view that the strong implication in the advertisement that the male hostage was about to be subjected to violence was, in itself, a presentation of violence. The Board also formed the view that in addition to the presentation of the threat of violent treatment, the way that the male hostages were apprehended and physically handled by the guards was also an actual portrayal of violence.

Once the Board had determined that the advertisement contained a portrayal of violence, it was then required to consider whether that portrayal was justifiable in the context of the services being advertised. The Board could see no justifiable reason for the promotion of Fuji Frontier Digital Photo Labs to be associated with hostage scenes.

The Board considered that the current social emphasis on war and terrorism was relevant to their determination in relation to this advertisement and that the portrayal of violence in such a context was offensive.

The Board therefore found that the depiction in the advertisement contravened the provision of the Code relating to violence and upheld the complaint.