



CASE REPORT

1. Complaint reference number	240/05
2. Advertiser	Football Federation of Australia
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Hooliganism/vandalism/graffiti – section 2.2 Other - Social values
6. Date of determination	Tuesday, 13 September 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The scenes in this television advertisement depict young soccer players dunking soccer balls into buckets of paint and then proceeding to kick the paint covered balls against various walls so as to create (in an act of street art) the words “scissor”, “bicycle” and “spin”. The various soccer players are shown to perform a number of tricks with the soccer ball whilst creating the images on the walls.

THE COMPLAINT

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

“... it was bluntly glorifying graffiti... I could not believe my eyes when I saw the Australian Soccer Federation advertisement glorifying graffiti, or was it saying that all soccer players are graffiti artists. Shame on Australian Soccer Federation for publicly supporting graffiti on public building and places...”

THE ADVERTISER’S RESPONSE

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

“... the objective of the action was to take it outside of the realms of reality and into the world of make-believe, with the players creating hyperbolic acts of street art on a grand scale. We presented visual reference material... from the Waverley Council approved wall at Bondi Beach to demonstrate the visual difference between illegal ‘graffiti’ and approved ‘street art’.”

“... We believe this commercial clearly portrays hyperbolic acts of street art on a grand scale, and as such does not glorify graffiti whatsoever.”

THE DETERMINATION

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

The Board was of the view that the acts depicted in the advertisement were clearly in the realm of fantasy and did not consider those images to promote or glorify graffiti. The Board was of the view that the focus of the advertisement was the skill of the soccer players and not the defacing of public property. The Board further considered that there was no suggestion in the advertisement that all soccer players are graffiti artists.

The Board was of the view that in the context of prevailing community standards the majority of

people would not find this advertisement offensive. The Board determined that the advertisement did not breach the provisions of the Code relating to the portrayal of people (social values).

Further finding that the advertisement did not breach the Code on any other grounds the Board dismissed the complaint.