



## **CASE REPORT**

1. Complaint reference number	248/06
2. Advertiser	Nike Australia Pty Ltd (soccer)
3. Product	Leisure & sport
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 July 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement promotes Nike's support of the Australian Socceroos qualification for the 2006 World Cup. An old man identified as "History" is shouting abuse from the grandstand as the team trains, reminding the Socceroos that "History" is against them as far as a successful campaign for the World Cup is concerned. "How will you beat Brazil, Socceroos? You won't. I am History, I've seen it all. Australia hasn't even kicked a goal in the Cup, Brazil has kicked 191". Socceroos Archie Thompson and Marco Bresciano acknowledge "History" in the stands. John Aloisi passes Marco the ball, and the latter smashes the ball at "History" and knocks him backwards off the stand. The viewer hears "History" out of view saying "Oh, my head".

## **THE COMPLAINT**

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

*This is a disgraceful add (sic) and sends the wrong messages to our children for the following reasons. 1. It says that it is alright to stand and abuse players on a football field thereby inciting violence. 2. The player deliberately commits aggravated assault on the old man.*

## **THE ADVERTISER'S RESPONSE**

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

*For the first time in 32 years, Australia has qualified for the World Cup and to capture the spirit, the passion and the drive of the Socceroos, Nike Australia has launched a campaign to support them in Germany.*

*The advertisement is based on a fictitious character called History and has been produced in a way that is irreverent and with a sense of humour that is very Australian.*

*Nike does not condone violence or abuse on the football field and believes that the game should always be played in a way that represents beautiful football.*

*This "tongue-in-cheek" ad sends out a challenge to the opposing teams saying we can overcome History and emerge victorious. The humour in this ad was never meant to be taken seriously.*

## **THE DETERMINATION**

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

The Board noted the complainant's concerns about the advertisement. The Board viewed the

advertisement and considered that the advertisement was a very humorous advertisement. The Board noted the timing of the advertisement and its focus on capturing viewer interest and excitement in Australia's participation in the soccer World Cup. The Board considered that the advertisement's humorous tone and exaggeration, in the accuracy and distance of the kicked ball, detracted from the impact of the old man's tirade and the retribution. The Board considered that the advertisement did not breach section 2.2 of the Code.

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