



CASE REPORT

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| 1. Complaint reference number | 25/01 |
| 2. Advertiser | Fielders Steel Roofing |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Don’t move. We’ve got you covered’, portrays a hand holding a gun, the barrel of which points directly to camera. At the bottom of the advertisement is text which includes, ‘Any style of Colorbond steel roof you can imagine, Fielders has you covered. So don’t make any sudden moves’ The advertiser’s logo is shown, underneath which are the words, ‘Finish on top with Fielders Steel Roofing.’

THE COMPLAINT

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

‘..... this is a situation that most people would dread encountering (having a gun pointed at your face), and just what has it to do with roofing?’

THE DETERMINATION

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

The Board, after some discussion and taking note of the concerns expressed by the complainant, determined that the advertisement did not go so far as to breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint.