



CASE REPORT

1. Complaint reference number	253/07
2. Advertiser	Australian Rugby Union 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 August 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features rugby union players telling the viewer "You don't know me - yet. But soon, you'll invite me into your home. Into your group of friends. Travel great distances just to see me. Then tell me I'm bloody useless. Or that I'm a bloody legend. Your kids will want to be me. And you'll treat me like a long lost mate. A brother even. You will love me... hate me...kick me when I'm down...and you will scream my name. But you don't know me...yet". The footballers are shown in various non-game activities with one scene depicting a dead animal in the back of a truck.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

One of the rugby players is shown throwing a dead pig onto the back of a ute - he has obviously been pig shooting and there is a shot of the dead pigs head with blood covering it.

The first image in the advertisement is of a man hefting a (recently) dead and bleeding wild pig onto the back of a truck. I don't consider this necessary or relevant and I find the image of the dead and bleeding pig shocking and deeply offensive.

THE ADVERTISER'S RESPONSE

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

In relation to the complaint raised we would like the following points to be noted:

- 1. The commercial was pre-vetted by CAD (Commercials Advice Pty) to ensure that it was compliant with appropriate advertising guidelines.*
- 2. The pig in question was acquired deceased and was not injured during the television commercial shoot.*
- 3. The blood featured on the animal was not real but make-up.*
- 4. The player featured has and does shoot.*
- 5. The scene featured is a legal depiction, it is real life rural Australia.*

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 concern about the image of a dead pig used as background in one of the images of the rugby players and whether such an image breached Section 2.2 of the Code by

depicting violence.

The Board noted that the advertisement depicted players in, what was meant to be seen as, settings that demonstrated what they do when not playing rugby - images such as players with their children, at the gym or engaged in other pastimes. The Board noted that there was no legal problem with depicting an image of a dead animal. The Board considered that the image was quite brief and was a depiction that was not out of context in the overall theme of the advertisement as it was meant to depict what this particular player enjoyed in his leisure time. Overall the Board determined that the depiction was related to the theme, and in the context of the advertisement, was not overly violent or inappropriate.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.