



CASE REPORT

1. Complaint reference number	255/00
2. Advertiser	Palace Films (Chopper - average man)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises excerpts from the movie, 'Chopper'. Included in the footage is a sequence showing two men seated on a lounge, one of whom is shot at close range by a man standing in front of him. His body jerks backward. Another depicts two men facing each other; one shoots the other, who falls backward. Others portray a man firing a gun, a finger pointing in the manner of a using a weapon and a woman holding a gun.

THE COMPLAINT

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

'Its (sic) very quick but has an horrific impact on people. My concerns are that it has a devastatng (sic) effect on any children viewing as they may feel it is OK to act in this fashion.'

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 was of the view, given that the advertisement had received a V classification from the Federation of Australian Commercial Television Stations (FACTS) restricting its broadcast to the applicable time zone, that the material within it did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.