



CASE REPORT

1. Complaint reference number	257/01
2. Advertiser	Diners Club International
3. Product	Finance/Investment
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of tomato-splattered people participating in a Spanish event associated with the tomato harvest. The headline reads: ‘You’re in Spain. You want to buy a few tomatoes. Take advantage of over 6 million locations worldwide.’ Below the picture, further text reads: ‘Take advantage of over 6 million Diners Club locations worldwide. Join now on 133 400 or dinersclub.com.au. The advertisement also incorporates a Diners Club logo with the strap line: ‘Take Advantage.’

THE COMPLAINT

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

“I found it offensive, violent and sickening in light of events that have recently (Sept 11) happened in NYC at the WTC (complainant’s abbreviations). The tomatoes, as innocent as they are, are a sickening reminder of the people dying, blood, glass shards etc.”

THE DETERMINATION

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

The Board noted advice from Diners Club International that immediately following the September 11 terrorist attacks on the World Trade Centre and Pentagon, it had taken action “by removing, replacing or canceling where possible all exhibits of this advertisement.”

While appreciating the advertiser’s action, the Board determined that the content of this television advertisement did not contravene the Code’s provisions relating to violence.

As the advertising material did not breach any other provisions of the Code, the Board accordingly dismissed the complaint.