



CASE REPORT

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| 1. Complaint reference number | 279/04 |
| 2. Advertiser | Harvey Norman (digital cameras) |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 12 October 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which has a headline that states “Feel like shooting the kids during school holidays? Go digital.” The headline is accompanied by a visual picture of two kids having been photographed on a digital camera.

THE COMPLAINT

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

“I find this offensive and distressing as the memory of the Besan school massacre is still very fresh in my memory. It may be amusing to some, however, I believe that it makes a serious issue, that is violence to children and others, inconsequential.”

THE ADVERTISER’S RESPONSE

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

“Austincom Pty Ltd holds a franchise that has been granted by a wholly owned subsidiary of Harvey Norman Holdings Limited. The Austincom Pty Ltd franchise is not controlled by Harvey Norman Holdings Limited or any subsidiary of Harvey Norman Holdings Limited. Therefore legally, Harvey Norman Holdings Limited has no responsibility for the advertising placed by Austincom Pty Ltd.”

“Harvey Norman believes the advertisement placed by Austincom Pty Ltd published on the 22nd and 25th September 2004 is definitely not in the best interests of the franchisee (Austincom Pty Ltd) and may well have damaged the Harvey Norman brand name.”

THE DETERMINATION

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

The Board formed the view that the tagline in the advertisement was not intended to be taken literally.

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

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