



## **CASE REPORT**

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|-------------------------------|------------------------------|
| 1. Complaint reference number | 282/00                       |
| 2. Advertiser                 | Myer/Grace Bros              |
| 3. Product                    | Retail                       |
| 4. Type of advertisement      | Print                        |
| 5. Nature of complaint        | Violence Other – section 2.2 |
| 6. Date of determination      | Tuesday, 17 October 2000     |
| 7. DETERMINATION              | Dismissed                    |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ‘Collect 2,000 Fly Buys bonus points on any TV 51cm or above’, comprises a two-page spread of pictures of various television sets, cabinets and a VCR. Displayed beneath each television are its manufacturer, model, screen size, features and price. Each television screen shows either of two shots from the James Bond movie, *The World Is Not Enough*. One depicts the actor, Pierce Brosnan; the other, Brosnan pulling the tie of another man and holding a gun to the man’s cheek. A shot of the packaged DVD of the film is also shown.

## **THE COMPLAINT**

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

*‘It is totally INAPPROPRIATE to have such violent pictures in this type of brochure. It condones violence and touts this to be a typical (by the number of times it appears) Fathers Day activity.’*

## **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 determined that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.