



## **CASE REPORT**

1. Complaint reference number	284/01
2. Advertiser	Orlando Wyndham Group Pty Ltd (Clan Campbell Scotch Whisky)
3. Product	Alcohol
4. Type of advertisement	Outdoor
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement depicts a medieval scene in which a club-wielding horse rider is bearing down on an evident enemy with a hand raised in an apparent attempt at protecting his or her face. Below the depiction, and alongside a picture of a bottle of Clan Campbell Whisky, text reads: “Obviously Polo Came From Scotland. Clan Campbell. Making Whisky and History for over 300 years.”

## **THE COMPLAINT**

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

*‘The advertisement trivialises an atrocity of war by saying it is only a sport... Killing during wartime, be it justified or not, is not something to be trivialised and used for the purposes of selling some product... The general public has become a bit numb to all of this violent advertising and unless somebody makes an effort to actually wind some things back it will gradually get worse.’*

## **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 expressed sympathy with the concern expressed in relation to the portrayal of violence in some advertising, but determined that this advertisement would be recognised by most people as portraying a fantasy scene that did not constitute violence as represented in the Code.

The Board further determined that the advertising material did not breach the Code on any grounds and the complaint was therefore dismissed.