



## **CASE REPORT**

1. Complaint reference number	30/06
2. Advertiser	Stihl Pty Ltd (Mr O'Brien)
3. Product	Hardware/machinery
4. Type of advertisement	TV
5. Nature of complaint	Violence Domestic violence – section 2.2
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

In this television advertisement a man walks into a hardware store with his brand new Stihl hedge trimmer and approaches a female store employee standing behind the counter. She greets Mr O'Brien and asks "Didn't I check this for you last week?" Mr O'Brien looks embarrassed as the female adds "Looks fine to me". We realise that the man has a crush on the female which is why he keeps coming back. The female then asks "How's Mrs O'Brien?" which breaks into the dream-like state of the man who answers "Yeah. Good thanks".

## **THE COMPLAINT**

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

*...are women now to endure advertisements which males light of men murdering their wives and chopping them into pieces?*

*This ad is not just disrespectful to women, particularly to the families who have lost daughters and sisters to acts of domestic violence, but is dangerous and serves to devalue the lives of women generally.*

## **THE ADVERTISER'S RESPONSE**

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

*Stihl's "Mr O'Brien" television commercial in no way implies murdering anyone...*

## **THE DETERMINATION**

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

The Board considered whether this advertisement portrayed violence. The Board did not consider that the advertisement portrayed violence or an insinuation of violence. The Board did not consider that the advertisement breached clause 2.2 of the Code.

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