



## **CASE REPORT**

1. Complaint reference number	30/99
2. Advertiser	Textile Traders
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows two men standing together in a shop. One of the men ('the first man') says to the other ('the second man'), 'Barry, do you know why I am the King of bargains? The second man says 'no' and the first man is then shown, wearing a pair of red boxing gloves and punching the first man in the face. As he is doing so the first man says, '...because only I can do this.' The advertisement then provides details regarding the product and the final scene shows the first man (still wearing the boxing gloves) saying, 'So get into Textile Traders for my knock out offer' as the second man is shown sitting down, sporting a black eye and groaning.

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included the following:

*'Textile Traders has a normal shop owner, clad in boxing gloves, giving an innocent, unarmed person a back (sic) eye nightly because he can apparently offer a good deal on goods... Unprovoked violence is a normal means of acting?'*

## **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 determined that the portrayal of the character's in this advertisement did not breach the code on the grounds of violence. The Board was satisfied that the advertisement did not breach any other section of the Code and would not offend prevailing community views. The Board dismissed the complaint.