



## **CASE REPORT**

1. Complaint reference number	334/00
2. Advertiser	CPS Housewares Pty Ltd (Wiltshire Staysharp Knives)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a bride and groom surrounded by wedding gift toasters. She opens a package containing another toaster and tosses it aside. To a shot of a (Wiltshire Staysharp) knife being removed from a wooden block, a voiceover says, 'Looking for the perfect gift? Wiltshire Staysharp. The only knives which sharpen themselves. So they'll stay sharp 'til death do you part.' The advertisement concludes with a shot of the product and falling confetti.

## **THE COMPLAINT**

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

*'The ad suggests to me that one of the newlyweds is going to settle any disagreement with a knife.'*

## **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 advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.