



CASE REPORT

1. Complaint reference number	336/01
2. Advertiser	FOXTEL Management Pty Ltd (Summer Television campaign)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 December 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a garden shed exploding. Two school-age boys emerge, coughing from the associated smoke and debris, one saying to the other, ‘That worked. Your dad’s got a shed, hasn’t he?’ They walk towards another shed, as a montage of Foxtel channel images is portrayed, accompanied by a voiceover: ‘There’s a better way to keep your kids entertained this summer. Four channels just for them, including the Disney Channel.’

THE COMPLAINT

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

‘I found this ad to be unacceptable because it shows the children not being harmed by the explosion and that if you play with explosives you don’t get harmed. I also find it on the violent side.’

‘I teach young children and object strongly to the message of the advertisement that you can play with explosives and walk away.’

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 considered the advertisement humorous and accepted that it used hyperbole to demonstrate a point. It determined that the material within the advertisement did not contravene the provisions of the Code relating to either health and safety or violence.

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