



CASE REPORT

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| 1. Complaint reference number | 354/99 |
| 2. Advertiser | Defense Shield |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 9 November 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with the superimposed words ‘New revolutionary security film’ and a ‘No entry’ logo. Two burglars are then shown in a darkened street scene. One asks “How’d you go?” to which the other replies “No good. I tried everything. These and even this” as he holds up a hammer, crowbar and pistol. “That stuff is just too strong”. An announcer appears and says “Home security concerns us all. This new revolutionary security film from Defense Shield is so strong it can even stop bullets”. A gun is then shown firing bullets towards a glass panel that shatters, but is not penetrated.

THE COMPLAINT

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

“I really don’t think we have a need for gun proof glass ... I have two small children who are at an impressionable age, the older one being 3½, who is seeing guns being fired in an indiscriminate manner and to me that is not harmless.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards, noting that the events depicted were integral to a demonstration of the features of the product. The Board, accordingly, dismissed the complaint.