



## **CASE REPORT**

1. Complaint reference number	358/04
2. Advertiser	Coopers Brewery Ltd (Mild Ale)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is a print advertisement which features images of riot police using shields with smiley faces on them. The tagline is “Make the world a milder place.”

## **THE COMPLAINT**

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

*“I think this advertisement is both inappropriate and offensive to myself. It portrays the “Police” as the “enemy” with their shields. They are in full riot gear and are going to be dealing with a “serious” situation.”*

*“The ad is trivialising the Police officers duties and responsibilities, which are demanding and difficult.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The ad in question was designed to achieve exactly the opposite to what your complainant refers to and the ‘make the world a milder place’, put on a happy face, be friendly and tolerant. To achieve this message you have to depict a reference to put the primary message across which is about tolerance in the world today.”*

*“I am confused as to why [the complainant] sees the ad as depicting ‘Police as the enemy’ with their shields, as the shields have a happy face on them. The whole advertising campaign is about tolerance, mediation and making the world a more cohesive place.”*

## **THE DETERMINATION**

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

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (other) and/or violence.

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

dismissed the complaint.