



CASE REPORT

1. Complaint reference number	414/99
2. Advertiser	Cash Converters (Thirteen)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man walking along a street beside a high fence, from behind which can be heard the sound of a group of people repeatedly chanting the word ‘thirteen’. The man attempts to look over and under the fence without success, before placing his eye to a small peephole in the fence. A finger then jabs through the peephole, poking him in the eye. As the man staggers back clutching his eye, the voices begin chanting ‘fourteen’. The advertisement concludes with the superimposed words ‘This commercial was shot on a Sony video camera that cost \$225 from Cash Converters’.

THE COMPLAINT

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

“To me this is a stupid advert which could entice someone or others to try a similar type of stunt and seriously injuring somebody or blinding them.”

“This is an act of violence and stupidity that every parent would try to have eradicated from their child’s behaviour – and here we have a TV ad demonstrating it.”

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 contravene prevailing community standards on safety, noting that the scene in question was presented in an exaggeratedly humorous manner and was not reasonably likely to encourage imitation. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.