



CASE REPORT

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| 1. Complaint reference number | 443/99 |
| 2. Advertiser | Roses Only Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement commences with a man saying ‘The following is a community service announcement. Have you been attacked in your own home? Been belted on the head with pots and pans? Or suffered the pain of not being spoken to by a loved one? If only you’d sent Roses Only roses, the pots and pans may have stayed in the cupboard’ and concludes by giving contact details.

THE COMPLAINT

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

“This, in my opinion, makes light of a serious situation and is demeaning to those people who are victims of, or who deal with victims of this heart and spirit breaking crime.”

THE DETERMINATION

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

While appreciating the personal concerns expressed by the complainant/s, the Board determined that the advertisement was not such as to amount to a breach of the Code and, accordingly, dismissed the complaint. The Board did, however, note the advertiser’s advice that the advertisement had been withdrawn following complaint.