



CASE REPORT

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| 1. Complaint reference number | 446/99 |
| 2. Advertiser | Time Life Australia Pty Ltd (Century of Warfare) |
| 3. Product | Education |
| 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, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises various excerpts from historical film footage depicting scenes of military conflict throughout the twentieth century. During these scenes, voiceover gives details of a set of documentary videotapes entitled ‘Century of Warfare’ available for purchase.

THE COMPLAINT

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

“... obviously not the correct thing to be shown when in school holidays so many children would be watching.”

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. It was noted that the historical footage shown was of the same nature as depicted in several documentary programmes and could serve a useful educational purpose. The Board, accordingly, dismissed the complaint.