



CASE REPORT

- | | |
|-------------------------------|------------------------------------|
| 1. Complaint reference number | 457/03 |
| 2. Advertiser | Subway Sandwiches & Salads (Arrow) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a cupid angel shooting a cupid arrow into the heart of an older wealthy lady and a young punk male. As a result, they fall in love after overhearing a man who was eating a dessert that it was okay to be bad if you've eaten a Subway.

THE COMPLAINT

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

“Do you think that these ads have no effect on the minds of our young folk all violence in advertising must be stopped.”

THE ADVERTISER'S RESPONSE

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

“Our ads are meant to be fun and humorous and it was never our intention to offend.”

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

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