



CASE REPORT

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| 1. Complaint reference number | 5/02 |
| 2. Advertiser | LVMH Watch & Jewellery Aust Pty Ltd (Christian Dior watches) |
| 3. Product | Other |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a representation of a fist hitting, cartoon-style, a jaw, with a Dior watch shown on the wrist of the fisted hand. The advertisement carries the ‘Dior’ label, together with details of national retailers of the product.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘VIOLENCE IS NOT ART. Young women already have enough negative images of women to contend with never mind seeing such an appallingly awful ad in a magazine which should know better.’

‘To try to sell watches by advertising violence that involves women is amoral That this advertisement is also featured opposite an article discussing domestic violence is appalling Advertising such as this normalises and legitimises violent behaviour.’

THE DETERMINATION

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

Noting that the advertiser had implemented measures to prevent negative juxtaposition of its advertising material in future, the Board considered that the advertisement under review was clearly a cartoon-type representation which was not intended to be, nor would it be, taken seriously by the majority of people exposed to it.

The Board determined that, on the basis of prevailing community standards, the material within the advertisement did not contravene the Code in relation to health and safety, violence, discrimination or vilification.

Finding that the advertisement did not breach the Code on these or any other grounds, the Board dismissed the complaint.