



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 505/06  |
| 2. Advertiser                 | Jaycar Electronics (Amazing Fly Gun)                  |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Other - Social values |
| 6. Date of determination      | Tuesday, 16 January 2007                              |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features an image of the product and the information "Rid the house of flies and other insect pests and have some fun at the same time. The kids will love it and so will you".

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I think this ad fosters the idea that killing is fun, and I believe it is not a social value that should be encouraged in children.*

## **THE ADVERTISER'S RESPONSE**

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

*This product is for killing flies, mosquitoes and other insects. This is its primary purpose and as advertised is easy to use and not harmful to children or adults. The advertisement describe in no way was meant to encourage killing of other than these household bugs.*

*We have noted the complainant's concern regarding the Amazing Fly Gun and regret that they find this novelty inappropriate. The item has passed all regulatory requirements and has been approved by our Product Assessment Team, which has strict guidelines concerning the likely impact of our merchandise in the marketplace.*

## **THE DETERMINATION**

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

The Board viewed the advertisement and considered the complaint's comments that the advertisement promotes the idea that killing is fun.

The Board agreed that in the context of swatting flies, the notion that using a gun to swat flies might be fun for children, was not unacceptable according to community standards. The Board further felt that the complaint was more about the product than the advertisement. The Board found that the advertisement does not breach Section 2.2 of the Code.

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