



CASE REPORT

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| 1. Complaint reference number | 532/06 |
| 2. Advertiser | Blockbuster Australia Ltd (Frisbee) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 16 January 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features cartoon characters playing with a frisbee in a beach setting, with the sound of waves and seagulls in the background. As the frisbee is thrown towards a girl, she misses the catch and the frisbee slices off her hand, which falls to the sand. A male voiceover warns "It's safer inside this summer, so stay indoors with your choice of 50 new movies every month from Blockbuster. Like 16 Blocks and DOA. But if you have to go outside only go to Blockbuster. "

THE COMPLAINT

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

It depicts a horrific idea - the fact that it is not "realistic" does not negate the violence of the concept. A child, even of primary age, would be likely to find it frightening and disturbing...and while jokey, it employs fear to sell the product.

THE ADVERTISER'S RESPONSE

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

We have employed a illustrative style to highlight the 'comic' nature of our message. We are mindful of the FACTS broadcast requirements in relation to the ad classification and have adhered to these requirements when selecting our media schedule. Further, we do not believe that this advertisement is disturbing or frightening. We would sight 'The Simpson's' program as an example of a similar animation style where 'unrealistic accident' scenes are displayed throughout the program for all characters.

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 complaint and considered whether the advertisement breaches Section 2.2 of the Code dealing with violence.

The Board noted the depiction of the child's hand being cut off by the frisbee. The Board disagreed with the complainant's view that the animated nature of the advertisement did not negate the violent nature of the content. The Board agreed that the advertisement was intended to be humorous and not intended to be interpreted literally. The Board agreed that that advertisement did not breach Section 2.2.

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