



CASE REPORT

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| 1. Complaint reference number | 56/03 |
| 2. Advertiser | Swift & Moore (Canadian Club Whisky) |
| 3. Product | Alcohol |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on an icy scene, with four men emerging from swirling snow carrying cans of spray paint which two of them proceed to use, apparently to write their names in the snow. As the camera focuses on one of the names, it starts to move and it becomes evident that it has been sprayed onto a polar bear from which the group hastily retreats. The scene switches to the inside of a lodge as the group arrives and starts drinking Canadian Club. After a time transition, one of the group notices another is absent and asks: “Where’s Pierre ?” When another member of the group says that Pierre went out, a barman says: “Better be careful. There’s a bear out there with his name on it.” The advertisement ends with a caption reading: ‘Canadian Club. Similar, yet different.’

THE COMPLAINT

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

“I find it disgusting and upsetting...”

THE DETERMINATION

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

The Board considered that most people would agree with the advertiser that the advertisement was ‘delivered and executed with humour and a sense of Australian tongue in cheek irreverence,’ and would not regard it as a reflecting a real situation.

Accordingly, the Board determined that the advertisement did not contravene the Code through the portrayal of violence. Further finding that the material did not breach the Code on any other grounds, the Board dismissed the complaint.