



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 56/99   |
| 2. Advertiser                 | Frasers True Value Hardware                           |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 9 March 1999                                 |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is set to music. The lyrics describe the merchandise available at the (Frasers) hardware store simultaneous to showing visuals of some of the equipment as ‘demonstrated’ by two male shop attendants who pursue each other brandishing or using various items. For example, as the lyrics of the song say, ‘For all your paint and hardware needs...’ there is a shot of one man throwing a can of paint at the other’s back. When the lyrics say, ‘a mower or a chain saw...’ there are shots of one man being pursued down an aisle by the other pushing a mower followed by the other raising a chain saw up behind the other’s back. ‘A chisel or a punch...’ shows the previous two competitors respectively holding up the equipment mentioned.

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included the following:

*‘This commercial is shown at any time of the day and sets a bad example to children who may be watching at the time.’*

## **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 determined that the advertisement did not constitute a breach of the Code and dismissed the complaint.