



CASE REPORT

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| 1. Complaint reference number | 64/02 |
| 2. Advertiser | The Bell Shakespeare Company (Julius Caesar) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The music-backed television advertisement shows a colour photograph of a man's head in balaclava against a background of flames, alongside a caption announcing the Julius Caesar production directed by John Bell before cutting to full-screen details of venue and dates followed by a graphic naming sponsors.

THE COMPLAINT

A complainant claiming to have been advised by a television station that the television commercial had been rated G by the Advertising Standards Board expressed concern that the advertisement was shown during a screening of *The Brady Bunch*, saying '*it scared my children and shocked myself.*'

THE DETERMINATION

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

The Board determined that the advertising material did not contravene prevailing community standards in relation to the portrayal of violence and that the advertisement did not breach the Code on these or any other grounds. The complaint was dismissed.