



## **CASE REPORT**

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|-------------------------------|------------------------------|
| 1. Complaint reference number | 65/03                        |
| 2. Advertiser                 | Battlefield Sports           |
| 3. Product                    | Leisure & Sport              |
| 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 simulates a military maneuver in which a group is moving through a rainforest as captions read: ‘Mission : Guerilla Attack...Time: 1300 hours...Objective: Advance & Capture Enemy Base.’ Following an action sequence including rifle fire, a soldier is seen waving a flag indicating victory. Closing captions read: ‘Laser Skirmish.com. Call now 1300 666 559. [www.laserskirmish.com](http://www.laserskirmish.com). No age restrictions.’ A closing voiceover states: “Laser Skirmish. Combat games without bruises.”

## **THE COMPLAINT**

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

*“This would be an inappropriate ad to show at any time given the way it glorifies violence—but particularly in the current national and international political climate...”*

## **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 noted advice from the advertiser that ‘thousands and thousands of people from all walks of life’ had experienced the teambuilding exercises and corporate games portrayed in the advertisement prior to any complaint being registered.

In the Board’s view, the advertisement did not portray violence as represented in the Code, and did not otherwise contravene any other provision of the Code.

Accordingly, the Board determined against the complaint.