



CASE REPORT

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| 1. Complaint reference number | 68/99 |
| 2. Advertiser | Monroe Aust Pty Ltd |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens on a man standing next to a motor car saying ‘I want to show you the damage that just one worn shock absorber can do to your car...’ The man is holding a baton/bar of some description and he is then shown bashing the car (with the bar/baton) on the bonnet, headlamps and in various other places. While doing so, he continues narrating, his script includes, ‘...It can cause your car’s tyres to lose contact with the road...affect road holding...make cornering less safe.... Towards the conclusion of the advertisement the man is shown standing next to the smashed car saying ‘So think of the damage just one worn shock absorber can do to your car...And have your’s checked now by a Monroe Ride Expert...’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘...(the advertisement) is a disgusting example for anyone especially the young of how to abuse property especially a car.’

‘The commercial showed a man armed with an iron bar violently wrecking a...car ...The time was before 6.30 – 7 pm when families are watching over the evening meal...are we now above everything else to be subjected to “violent advertising”

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 was satisfied that the advertising material, viewed in the context of the advertisement’s message as a whole, did not breach any section of the Code and dismissed the complaint. Board members noted, in passing, the advertiser’s response that the ‘physical nature of the demonstration is designed to reinforce the serious safety compromise that worn shock absorbers cause.’