



CASE REPORT

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| 1. Complaint reference number | 70/00 |
| 2. Advertiser | United Distillers & Vintners Ltd (UDL) |
| 3. Product | Alcohol |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with the superimposed words ‘El Magnifico 7’ and a scene of seven men of unsavoury bandit style appearance on horseback. The camera pans along the line of men as they pass down a pack of cans of UDL pre-mixed drinks, each man taking a can in turn. The camera shows the final man who, unlikely the others, is of clean cut appearance. He then appears to get shot by one of the other men, falling from his horse as the others begin laughing and drinking from their cans. Voiceover says ‘UDL - now available in six packs’.

THE COMPLAINT

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

“ These adverts are reinforcing in the minds of those in our community who are easily influenced that it is quite comical and acceptable to bully and vent your hatred on those who are different.”

“The range of feeling conveyed to me vary from offensive to absolutely tasteless, with all agreeing that the advertisement is unnecessarily violent.”

“Is this the message society needs? Life is cheap, and hurting or killing someone is OK and even funny?”

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the actions of the men were clearly being presented in a fictitious context as a parody of the ‘spaghetti western’ movie genre. The Board, accordingly, dismissed the complaint.