



CASE REPORT

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| 1. Complaint reference number | 74/05 |
| 2. Advertiser | Medecins San Frontiers (Doctors without borders) |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Community Service advertising – section 2.2 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement for MSF contains images (both still and moving) of both war-time atrocities (including dead bodies and maimed victims with missing limbs) and starving children in African nations. The U2 song “Where the Streets have no Name” plays in the background.

THE COMPLAINT

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

“I found the entire ad offensive. It showed what appeared to be a dead body thrown into a mass grave. Gruesome images of a leg that had been torn apart. Very disturbing pictures of children from third world countries.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“... we hope you understand the motivations behind this commercial: it is designed to create awareness of some of the more neglected humanitarian problems in the world. All of the footage is real and not created falsely and is a general appeal to the public for emergency funds for our ongoing work.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards the majority of people would not find the advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.