



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 75/00 |
| 2. Advertiser | Kmart Australia Ltd (15%) |
| 3. Product | Retail |
| 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 a scene of a family watching television as voiceover describes the Kmart ‘15% off’ sale. The family members then jump up and get ready to leave the house, evidently in a hurry to attend the sale. The sequence of activity is shown in fast motion, with the younger family members running around as the elderly grandmother figure slowly gets up from her rocking chair. In one scene, a younger woman carrying a handbag appears to adjust the elderly woman’s shawl.

THE COMPLAINT

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

“I regard this behaviour endangering the safety of the older lady and moreover juvenile criminal behaviour.”

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 contain material that contravened prevailing community standards on safety, noting that the complainant appeared to have misinterpreted the scene in question, apparently believing that the elderly woman’s bag had been snatched. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.