



CASE REPORT

- | | |
|-------------------------------|------------------------------|
| 1. Complaint reference number | 78/07 |
| 2. Advertiser | Dale Alcock Homes |
| 3. Product | Real Estate |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 March 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a young mother filming the interior of her new home to show her Mum and Dad. As she moves from the kitchen to the lounge, we see a 7 year old boy sitting in a bean bag playing a handheld computer game. Mum asks him to "Say Hi to Nanna" to which he gives a cursory nod and continues playing his game. Suddenly, an older brother, previously lurking in the background, runs down the hallway and hurls himself onto the beanbag in which the younger boy is sitting, catapulting the boy into the air and into the wall. As a crash and thump is heard we see the younger boy sliding dazed but unhurt down the wall, as the Mother bemoans "What have you done to my wall?!" and as she sees no damage has been done, concludes "Mate - you are so lucky!"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

In my opinion it is absolutely disgusting and offensive to show a boy being catapulted onto a wall and the only thing that the mother is worried about is her wall. I would not like my kids to see such an ad because it suggests that the wall is more important than the child's health and safety.

THE ADVERTISER'S RESPONSE

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

Our commercial is an obvious send-up of the well-known Hahn Light Beer commercial. (The son) is comically thrown up and out of the beanbag, lands against the wall and slides down. There is a clear special effect being employed because the boy flies ludicrously high without being injured or even upset by the experience.

The intention of the commercial is to exaggerate the Mum's pride in her home, so much so that she is more worried about her nice new lounge room walls than for her son's safety.

There is a humorous amplification of life in this commercial which we feel is so obvious the general TV audience will see the action for what it is - a piece of fun fantasy to amke a point.

The boy's flightpath out of the beanbag and the Mother's indifference to her son's experience is treated with such exaggeration as to be almost totally removed from reality. Much in the same way that TV viewers know that characters who fall over or bump heads in sit-coms aren't actually hurt.

THE DETERMINATION

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

The Board considered whether the advertisement breached Section 2.6 of the Code dealing with health and safety and Section 2.1 dealing with violence.

The Board felt strongly that the advertisement was clearly fanciful, cartoon-like and intended to be funny. The Board felt that very few members of the viewing public would take the advertisement seriously. Since the comic and contrived footage detracted from the violent nature of advertisement, the Board agreed that it did not breach Section 2.6 or 2.1.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.