



CASE REPORT

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| 1. Complaint reference number | 79/99 |
| 2. Advertiser | Queensland Rugby Union Ltd (Queensland Reds) |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Language – use of language – section 2.5
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement comprises a photograph of five rugby players (including one holding a rugby ball). The words alongside the photograph are, 'No Weapons. Just Balls' followed by the words 'Queensland Reds' in logo format.

THE COMPLAINT

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

'Apart from the fact that I find this tough-guy image very brutish... I think the connotation "NO WEAPONS...JUST BALLS" leaves a lot to be desired, and the meaning would be obvious to even the most ardent football fan, as well as those of us who aren't.'

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 determined that the advertisement would not offend prevailing community standards and views and did not breach the Code. Board members noted, in passing, the obvious contextual humour of the advertisement.