



CASE REPORT

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| 1. Complaint reference number | 80/99 |
| 2. Advertiser | Number One Shoe Value (Rebels Shoes) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

The two advertisements in question appeared on buses. Both comprise wording (written as if in the handwriting of a young person) together with photographs of shoes and the advertiser's logo. The wording in the one advertisement is, 'At least one part of your uniform won't suck' and in the second the wording is, 'Shoes that kick butt.'

THE COMPLAINT

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

'My problem is that the ad. reinforces anti social behaviour in a very impressionable age group... The slogan "the only part of your school uniform that doesn't suck" is hardly likely to increase young people's perception of the school experience as being valuable to their lives... The other slogan "Shoes to seriously kick butt", could be seen as encouragement for students to solve their problems with violence...'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisements would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.