



CASE REPORT

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| 1. Complaint reference number | 83/99 |
| 2. Advertiser | Time Life Aust Pty Ltd (Survival in the Wild - Wild Cats) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows footage (including close ups) of wild animals including lions, cheetahs, snakes, crocodiles, wolves and sharks generally looking fierce and predatory. The footage is accompanied by music and a voiceover. The voiceover script includes the following, ‘Your inner nightmare filled with creatures that bite, creatures that kill, a nightmare more terrifying because its real...welcome to nature’s dark side...an amazing video that takes you on an intense journey to a real life chamber of horrors...each video reveals how these skilled hunters...stalk their prey and move in for the kill...witness these killing machines in graphic close up...’

THE COMPLAINT

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

‘I was upset by the actual video footage within the first few seconds of the ad, and actually shut my eyes for the rest of it, but I found the voiceover context to be absolutely shocking...it came across as if it was suppose to be an exciting good thing to watch wilds(sic) animals kill and mane (sic) each other....It just wasn’t done in an appropriate manner...feel this sort of advertising has a strong effect on people with psychological problems...just listening to the voiceover alone on this video would put some people in a frenzy...any child watching would have been upset...’

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. The Board dismissed the complaint.