



CASE REPORT

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| 1. Complaint reference number | 89/01 |
| 2. Advertiser | MPS Security Australia |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a woman and two children at home at night and an intruder entering the house. As the woman telephones for help, the intruder is revealed as a hooded male. The telephone handset is seen falling to the floor as a caption states, 'It could happen to you'. A voiceover asks, 'Why the brutality? Why did no-one intervene?' Over an image of the woman's limp arm, a newspaper headline states, 'Woman attacked in own home'. The concluding images include Ms Ita Buttrose speaking to camera about the product.

THE COMPLAINT

Comments made by the complainant in relation to this advertisement include the following:

'This advert is closer to a horror movie than real life. My daughter was watching TV on her own when the above was screened – she was scared by the content.'

THE DETERMINATION

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

The Board determined the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. Accordingly, the Board dismissed the complaint.

In reaching its determination, the Board noted that the advertisement, having received a W rating, had been shown in error by the broadcaster in a children's programme. The advertiser's assurance that there would be 'no further errors in the airing of the commercial' was accepted by the Board, together with the advertiser's apology to the complainant.