



CASE REPORT

1. Complaint reference number	89/99
2. Advertiser	Mercantile Mutual Holdings Ltd (Mercantile Mutual Cup)
3. Product	Leisure & Sport
4. Type of advertisement	Print
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 print advertisement comprises text (part of which consists of a quote from Australian cricketer, Mark Taylor) and a photograph. The photograph (along one side of the advertisement is of the cricketer, Shawn Bradstreet playing cricket.’ The text includes, ‘Shawn Bradstreet...HE’S GOT THAT BIT OF KILLER IN HIM” – Mark Taylor...See for yourself this Sunday at the SCG...THE ‘KILL’ BEGINS 10.00 AM.’

THE COMPLAINT

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

‘The part of the advertisement that caught our attention was: “THE ‘KILL’ BEGINS AT 10.00AM”. We do not believe it is in the best interests of the Australian community that a press advertisement for a cricket match uses such violent imagery.’

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