



CASE REPORT

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| 1. Complaint reference number | 91/07 |
| 2. Advertiser | Scientific Fighting Congress of Australia |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 April 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement promotes self-defence classes and shows in various scenarios, men attacking other men and examples of defence techniques taught at the classes.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The scenarios depicted emphasize unlawful and unnecessary fighting in parks, bars, alleyways and, most dangerous of all, against an assailant with a loaded firearm and tell the viewer that you too can fight like these people. The ad is scripted in such a way that the target market could easily see it as a licence to fight in public places. Not to mention the fact that it creates the assumption that one could complete this course and then be able to disarm assailants carrying guns, knives and baseball bats.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Advertiser's response had not been received at time of determination.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered whether the advertisement breached Section 2.2 of the Code concerned with violence.

The Board noted the image of the men fighting and noted that the service being advertised was a self-defence college. The Board also noted that Section 2.2 of the Code allows violence to be portrayed if it is justifiable in the context of the product or service being advertised. In this case the Board felt that the use of violence in the advertisement was justified, although the violence depicted was at the extreme end of what was acceptable. On balance the Board concluded that the advertisement did not contravene Section 2.2 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.