



CASE REPORT

1. Complaint reference number	94/09
2. Advertiser	Leukaemia Foundation
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Wednesday, 8 April 2009
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement promotes the World's Greatest Shave. The advertisement shows a talking mouth with the image of the Great Wall of China in the background. The talking mouth is speaking in an Asian language. An apparent translation of the words spoken by the mouth is displayed at the bottom of the screen. The written translation encourages people to participate, and states that if someone does not participate "you will feel the rage of 1,000 angry scissors." The final scene says "be brave and shave" and provides registration details.

THE COMPLAINT

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

I object to the ad because it is very threatening - it is spoken in Japanese and as I said above it says that unless people shave their heads to support the Leukemia Foundation that they will be attacked with over 1000 pairs of scissors. My grandchildren watched the ad and it did upset my youngest grandchild who is aged 5.

THE ADVERTISER'S RESPONSE

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

This year's campaign is the third year the Leukaemia Foundation has used 'chinfaces' in the promotion of the World's Greatest Shave campaign. This year's campaign dates are 12 – 14 March 2009.

In 2009, the chinfaces comprise a 1920's silent screen star, an American corporate highflyer, a set of twin girls, a horseracing jockey and the 'kung fu' character.

The chinfaces are designed to bring an element of fun and excitement to the World's Greatest Shave campaign, using a lighthearted approach to encourage people to raise funds to support the 27 Australians who are told every day that they have leukaemia, lymphoma, myeloma or a related blood disorder everyday.

The chinfaces are not meant to be interpreted literally but rather as encouraging people to participate in the World's Greatest Shave. 'Kung Fu' is a parody of the popular Asian style of films made famous by Jackie Chan.

The actor whose chin is 'Kung Fu' is a Mandarin speaker and he also voiced the ad. SBS has confirmed the Leukaemia Foundation's translation of 'Kung Fu' prior to receiving its CAD reference number.

The Leukaemia Foundation regrets any undue concern or distress this advert has caused to the complainant and their family.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement is threatening, suggestive of violence and frightening to children.

The Board noted that the advertisement depicts a chin and mouth upside down with superimposed voice. The Board noted that part of the translated voice, indicated in the text in the advertisement is a reference to a person who doesn't support the fundraising would be attacked by '1000 angry scissors'. The Board noted that the complainant's child had been frightened by the advertisement but considered that most people viewing the advertisement would recognise it as intended to be a humorous way of encouraging people to support the advertiser. The Board considered that the reference to 'angry scissors' would not be taken literally by most viewers and is not a depiction or serious suggestion of violence. The Board considered that the advertisement does not breach section 2.2 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.