



CASE REPORT

1. Complaint reference number	96/02
2. Advertiser	VISA International
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Monday, 22 April 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a restaurant scene where a female Asian diner complains that the soup is too salty. Led by a chef, a deputation of restaurant staff arrives at the woman's table, the chef vehemently denying the soup is too salty. An altercation ensues in which the woman's martial arts expertise proves more than a match for staff members who are variously kicked and thrown around the restaurant in a scene of general mayhem. After the chef is dispatched into a pyramid of filled wine glasses, a waiter advises the woman that there will be no charge for the soup, but proffers a huge bill, saying: "This is for the extras." The woman flicks a Visa Card onto the waiter's tray, as a caption appears reading 'All it takes.' The advertisement ends with the woman shown leaving the devastated restaurant and the waiter calling after her: "No tip?"

THE COMPLAINT

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

"I am disgusted at the content of the advertisement...There is no need whatsoever for the incredibly violent content...totally unrelated to the product advertised...I demand that this advertisement is immediately taken off the air as being too violent and capable of influencing young minds."

THE DETERMINATION

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

Noting the surreal nature of the restaurant scenes, together with the advertiser's advice that the television commercial carried a classification limiting its screening before 7.30 pm weekdays and 8.30 pm weekends, the Board determined that it did not breach the provisions of the Code relating to the portrayal of violence.

The Board further determined that the content of this advertisement did not breach the Code on any grounds and, accordingly, the complaint was dismissed.