



## Case Report

1	Case Number	0115/15
2	Advertiser	Signco Brisbane
3	Product	Professional Service
4	Type of Advertisement / media	Poster
5	Date of Determination	29/04/2015
6	DETERMINATION	Upheld - Modified or Discontinued

### ISSUES RAISED

2.3 - Violence Violence

### DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features Winnie the Pooh pointing a rifle at Tigger whilst Kanga and Piglet look on. The text reads, signcobrisbane@gmail.com or find us on Facebook.

### THE COMPLAINT

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

*Given the circumstances around the world lately I find it highly offensive.  
It has used an innocent children's cartoon to depict violence (not to mention a criminal act) on another being.*

### THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*Advertiser did not provide response.*

### 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 concerns that the advertisement features Winnie the Pooh pointing a gun at Tigger.

The Board viewed the advertisement and noted the advertiser had not provided a response.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code.

Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted the advertisement is promoting Signco and features a cartoon depiction of Winnie the Pooh pointing a rifle at Tigger whilst Kanga and Piglet look on. The writing above and below the image includes information about the business and contact details.

The Board noted that the use of guns in advertising pointing at another person or character is generally considered an act of violence and that the animated nature of this image does not lessen the impact of the overall theme.

The Board considered that Winnie the Pooh and associated characters are very popular with children and are immediately recognisable because of their popularity, colour and animation.

The Board noted that the use of a character which is of principal appeal, and immediately recognisable, to children, holding a rifle is not appropriate in any circumstances.

The Board noted that it is not immediately clear what the advertisement is for and that there is no obvious link between the advertised image and the advertiser’s services and considered that the advertisement did present violence in a manner which is not justifiable in the context of the product or service advertised.

The Board determined that the advertisement did breach Section 2.3 of the Code.

Finding that the advertisement did breach Section 2.3 of the Code the Board upheld the complaint.

## **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The advertiser advised that the sign had been removed.