

COMPLAINT NUMBER	16/429
COMPLAINANT	W. East
ADVERTISER	Brand Developers Ltd
ADVERTISEMENT	Brand Developers Television
DATE OF MEETING	12 December 2016
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Bell and Howell TacLight promoted a tactical flashlight with a range of features including a powerful light beam and a “super bright strobe”.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, W. East, said: “Re ‘TacLight’ In the video a ‘soldier’, on the LEFT of the observer, swings the TacLight around and points it at a house, which is approximately 40 meters away. At the same moment a bright circle of light pans across the house as if lit by the TacLight. It is very obvious with ‘freeze frame’ that a powerful spotlight from a source to the right of the observer is actually lighting the house. This can be shown by the shadows on the house, especially the shadow of the tree on the right hand side of the house. Personally I think this type of deceptive advertising is disgusting as not everyone can or will look back in slow-motion or freeze frame and would miss the deception.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant’s concerns the advertisement was misleading at the image in the advertisement purporting to be from the flashlight, when examined on freeze frame or slow motion was instead a spotlight from a source to the right.

The Chair said the advertisement illustrated a range of features for a flashlight “similar to flashlights used by elite military units.” The advertisement showed the flashlight being used in several different environments over a two-minute infomercial. The Chair considered the image raised in the complaint to be fleeting and illustrative of a strong beam of light.

The Chair said the advertisement was not in breach of Rule 2 of the Code of Ethics and had been prepared with a due sense of social responsibility to consumers and society and was not in breach of Basic Principle 4 of the Code of Ethics.

Chair’s Ruling: Complaint **No Grounds to Proceed**