



CASE REPORT

1. Complaint reference number	84/04
2. Advertiser	Freedom Furniture Ltd
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a series of cultural scenes including oriental, tribal and Parisian to depict the themes of the Freedom winter furniture collections. One of the scenes involved tribal women carrying a man “hog-tied” to a pole. The tagline of the advertisement is “Now I don’t have rooms. I have destinations.”

THE COMPLAINT

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

“I found this depiction sickening in the extreme....”

THE ADVERTISER’S RESPONSE

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

“The “tribal” scene of our heroine and Amazon girls is intended to be light hearted, mischievous and fun, which is in line with Freedom’s brand tone and personality – spontaneous, charming and fresh.”

“The scenes are not intended to be literal, they reflect the heroines “dream like” head space”

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 that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

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