



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0285/14
2	Advertiser	Lander Toyota
3	Product	Vehicle
4	Type of Advertisement / media	Radio
5	Date of Determination	13/08/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Nationality

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a game show style host asking three contestants about what they would do if they won the \$30,000 cash bonanza. One of the contestants has an Asian accent.

THE COMPLAINT

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

The ad asks "Sunil" about his deal, which he describes in what can only be described as a caricature of an Indian (South Asian) accent. It sounds like they are mocking people of that descent.

THE ADVERTISER'S RESPONSE

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

The radio station provided the ASB with a copy of the advertisement that was produced for the advertiser. No additional information was provided.

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 a caricature of an Indian accent which is mocking and inappropriate.

The Board reviewed the advertisement and noted the information provided by the advertiser.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted this radio advertisement features a games show-style host asking three people what they would do if they won a \$30,000 cash bonanza and that one of these people speaks in a strong Indian accent.

The Board noted the complainant’s concerns that using a caricature of an Indian accent is mocking and inappropriate. The Board noted that the Indian accent is just one accent that is used in the advertisement and considered that most members of the community would agree that all the accents used in this radio advertisement are exaggerated. The Board considered that the manner in which the accents are delivered is consistent with bad acting skills rather than intent to mock or discriminate against a person from India or any other country. The Board noted that other than being asked what they would do with the money if they won, no other questions are asked of the contestants and no comments are made about their nationality or origins. The Board considered that the advertisement did not focus on the person with the Indian accent and that the use of this accent was not mocking or inappropriate.

The Board considered that the advertisement did not portray or depict material in a way which discriminates or vilifies a person on account of their race or nationality.

The Board determined that the advertisement did not breach Section 2.1 of the Code.

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