



## **CASE REPORT**

- |                               |                           |
|-------------------------------|---------------------------|
| 1. Complaint reference number | 1/01                      |
| 2. Advertiser                 | Freedom Furniture Ltd     |
| 3. Product                    | Retail                    |
| 4. Type of advertisement      | TV                        |
| 5. Nature of complaint        | Other - Miscellaneous     |
| 6. Date of determination      | Tuesday, 13 February 2001 |
| 7. DETERMINATION              | Dismissed                 |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a group of people, sobbing, gathered around a grave and a man holding a rope which he lowers into it. As a voiceover says, 'With great savings at the Freedom clearance, you can finally kiss your old furniture goodbye', a sofa is lowered into the grave and a weeping woman smiles and throws a bouquet of flowers into it. The advertisement concludes with a square which becomes the 'E' of the word 'Freedom' in the advertiser's logo and the voiceover, 'Think outside the square you live in.'

## **THE COMPLAINT**

Comments which the complainants made regarding this advertisement included the following:

*'Coming as it did just after the news presentation, when we were bombarded by statistics concerning the tragic road toll, it seems to make a mockery of a very sensitive issue.'*

*'I think this add (sic) is in very poor taste, especially for those of us who have recently suffered the loss of someone very dear.'*

## **THE DETERMINATION**

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

The Board, while appreciating the views expressed by the complainants, determined that the scene depicted in the advertisement, given its contextual humour, would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.