



CASE REPORT

1. Complaint reference number	102/99
2. Advertiser	Contract Kitchens
3. Product	Housegoods/services
4. Type of advertisement	Radio
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement includes the following dialogue and script:

Male (shouting) ‘Timber tops.’

Female (shouting) ‘Marble’

Male (shouting) ‘Timber’

Female (shouting) ‘Marble’

Sound of something (possibly plates) smashing

Male ‘I want timber.’

Female ‘Marble.’

Male announcer ‘Some decisions are easier than others...take the worry out of renovating call Contract Kitchens...then all you need to worry about is...’

Male (shouting) ‘Grey.’

Female (shouting) ‘Yellow’ Etc and the sound of something (possibly plates) smashing.

THE COMPLAINT

Comments the complainant made about the advertisement included the following:

‘The ad. portrays a husband/wife decision making process to decide on their new kitchen by yelling & screaming (sic) at each other as well as smashing things. I find this offensive because I feel the ad. is making the statement that it is O.K. to use uncontrolled aggression & mild domestic violence in day to day life cenarios (sic).’

THE DETERMINATION

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

The Board determined that the advertisement did not constitute a breach of the Code and dismissed the complaint. The Board noted the obvious contextual humour in the advertisement.