



CASE REPORT

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| 1. Complaint reference number | 127/04 |
| 2. Advertiser | Muir Electrical Compnay (Good Guys) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Other - Social values |
| 6. Date of determination | Tuesday, 8 June 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a young boy who accidentally smashes the TV screen with his cricket bat. When his father discovers him he looks guilty but starts humming the Good Guys jingle. The boy and his father then go to a Good Guys store and the father saves money on the price of the TV. The boy takes some of the money the father saved out of his father's hand.

THE COMPLAINT

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

“What a bad message this sends to young people - disgraceful.”

THE ADVERTISER'S RESPONSE

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

“As a retailer we take a very ‘corny’ creative approach to our brand campaign. We focus on using talent that is perceptionally seen as ‘real people’ and we believe we can laugh at ourselves a little.”

“... the boy cheekily grabs a note from the money left over, almost quizzically suggesting that he had in fact helped save dad the money, but really he in fact had still broken the TV to start with. The boy is not being rewarded for his action.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the opinion 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 on social values.

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