



CASE REPORT

1. Complaint reference number	132/99
2. Advertiser	Cunningham's Warehouse Sales Pty Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a man giving details (names and prices) about various advertiser products including washing powder, toothbrushes, sunglasses, soap and hangers. When referring to the hangers he says, 'We have over the door hangers for your clothes...we've got in excess of 200...just \$2.00... INXS...get it?'

THE COMPLAINT

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

'One would have to think that that neither the producer, script writer or Australian Broadcasting Association, have never know of someone close who has committed suicide and how tragic it is on those who loved them. To see suicide as humor to thousands of views is an abhorrence...I would be willing to bet that if Michael Hutchence had been Aboriginal, the add would never have gotten to air. Surely all races deserve the same respect.'

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, while appreciating the complainants' personal points of view and noting that the advertisement could have offended a sector of the community, determined that the advertisement did not go so far as to breach the Code. The Board commended the advertiser's decision to voluntarily withdraw the advertisement.