



CASE REPORT

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| 1. Complaint reference number | 163/03 |
| 2. Advertiser | Freedom Furniture Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Religion – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement cuts between a young couple in a domestic setting and sequences from nature documentaries featuring animals in the wild. The advertisement ends with a graphic reading: 'Hibernate in style. Freedom. Think outside the square you live in'. An Internet website address is also incorporated.

THE COMPLAINT

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

"I refer to the lyrics of the tune... 'You and me baby, we are nothing but mammals. So let's do it like they do on the Discovery Channel' ...I find it offensive to broadcast that the human race is 'nothing but mammals' and I find it an insult to my God who careful made man and woman in His own image." (Complainant's capitalisation).

THE DETERMINATION

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

Noting the advertiser's advice that it was 'a multi-ethnic and multi-cultural organisation with no defined religious affiliations', the Board considered that, within the context of prevailing community standards, the material did not contravene any aspect of the Code.

Accordingly, the complaint was dismissed.