



CASE REPORT

1. Complaint reference number	165/00
2. Advertiser	Hombuyers Centre
3. Product	Finance/Investment
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of the following script, performed by voices affecting ‘Mafia’ accents: Boss: ‘Hey, Louie.’ Louie: ‘Yeah, boss?’ Boss: ‘I think I’ve found a way to get a husband for my daughter.’ Louie: ‘Which daughter?’ Boss: ‘The ugly one.’ Louie: ‘Oh.’ Boss: ‘It says here if she buys a new home, she can get a seven thousand dollar first home buyer’s grant from our friends at the government.’ Louie: ‘A new home and seven grand would make her look pretty attractive to me, boss.’ Boss: ‘You keep your filthy hands to yourself, Louie.’ Louie: ‘Sorry, boss.’ Boss: ‘Sorry?’ Louie: ‘I was I was just thinking’ Banging noises are heard. Boss: ‘Thinking? How many times I tell you? Don’t think. Don’t think.’ The advertisement concludes with a voiceover: ‘The \$7000 first home buyer’s grant. Phone the Homebuyers Centre to see if you qualify on 131 751.’

THE COMPLAINT

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

‘I feel the tone of the advertisement to be insulting and feel that it does a disservice to the Advertising industry.’

THE DETERMINATION

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

The Board determined that the material within the advertisement, having the nature of a parody, did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.