



CASE REPORT

1. Complaint reference number	165/04
2. Advertiser	Craft Decor Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Political belief – section 2.1
6. Date of determination	Tuesday, 13 July 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts images of Craft Décor's stock and details of their prices during the end of financial year sale. As these details are provided a character wearing a uniform that bears various medals and badges tries to put a stop to the cheap prices.

THE COMPLAINT

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

"I find this offensive not least because I am a victim of WWII but because anyone who finds he can make a cheap joke about Nazism in order to hawk his wares ought not to be allowed airtime on the public media."

THE ADVERTISER'S RESPONSE

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

"These ads have used the same character 'Major Rort' as the comic head of a fictitious International Tile Cartel since 1994. His aim is to keep tile prices high, Craft Décor prices are so cheap he's out to stop them in a slap-stick way."

"There is absolutely no political, religious or social comment made in any Craft Décor TV commercial and every commercial is sent to the Commercial Acceptance Division (FACTS) in Sydney and approved before going to air."

THE DETERMINATION

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

The Board considered 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 (political beliefs)/vilification.

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