



## **CASE REPORT**

1. Complaint reference number	168/00
2. Advertiser	Rinnai Australia Pty Ltd (Energysaver heater)
3. Product	Housegoods/services
4. Type of advertisement	Print
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 print advertisement, captioned ‘Grandma won’t like it!’, consists of text on the right hand side and, on the left, a photograph of a room with a wooden floor and two windows covered by venetian blinds and containing a (Rinnai Energysaver) heater. The text begins: “‘They don’t make them like they used to” she’ll say. “Why isn’t it glowing? How can I tell if it’s on? Where do the fumes go?” Grandma is 100% correct. They don’t make them like they used to.’ The text concludes, ‘So, yes Grandma, we don’t make them like we used to. But aren’t you better for it?’

## **THE COMPLAINT**

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

*‘I find the ..... heading and the following text to be ageist and patronising to older women. .... In particular, I find the attitudes promoted in this advertisement add to the stereotyping of older people as stupid and stuck in the past, unable to adapt to the changes in today’s world. These attitudes make it difficult for people over 50 to be treated as intelligent members of society, and certainly add to the difficulty that older people face when trying to gain employment.’*

## **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 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.