



CASE REPORT

1. Complaint reference number	17/00
2. Advertiser	Ken Bruce Electrical & Bedding Discounters
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Friday, 17 March 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a man wearing a straitjacket, as voiceover says ‘Ken Bruce has gone mad! Ken Bruce has gone completely mental!’ and is followed by scenes of various items on sale. These are interspersed with shots of a group of men dressed in a parody of the rock group Kiss, all of who have oversized artificial tongues protruding from their mouths.

THE COMPLAINT

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

“Our son suffers from chronic paranoid schizophrenia. Living with the illness is difficult for him and for us. Insensitive advertising thoughtlessly targeting the disabled causes great angst and is totally unacceptable.”

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 depicted in the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.