



CASE REPORT

1. Complaint reference number	177/01
2. Advertiser	IKEA
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

The Board viewed a series of television advertisements each featuring a person talking directly to camera and demonstrating their respective purchases from the advertiser. Each of the advertisements ends with a graphic incorporating the advertiser's logo and the words, 'End of Catalogue Sale. You don't need much money.'

1. A man, speaking in an uncertain, diffident and hesitant manner says, 'With the money I make as a motivational speaker, I bought this cabinet.'
2. A woman, unsuccessfully struggles to place herself accurately within the frame of camera, and says 'With the money I make as a wedding photographer, I bought this great bed.'
3. A scary looking unshaven man with a front tooth missing says, 'With the money I make doing kids parties, I bought this nice couch'
4. A man, dressed in pilot's uniform, removes a pair of aviator sunglasses, revealing an obvious squint, and says, 'With the money I make as a charter pilot, I bought these two chairs.' (There is actually only one chair in the shot).

THE COMPLAINT

Comments which the complainants made regarding these advertisements, included the following:

'In these advertisements people with disabilities are ridiculed, for example a man who is "cross eyed" states "look at the two chairs I bought" and there is only one... There are others in the series in a similar vein and none are amusing, because they demean people with a disability, make their disability "the butt of the joke".'

'As a parent of a 12 year old girl with a squint I find the ad very offensive and insensitive to people having this type of disability. People facing this problem have to endure ridicule, name calling and stupid faces thrown at them. This type of crass advertising only encourages anti social behaviour and is demoralizing to anyone with a disability.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board, after considerable discussion, determined that the advertisements did not go so far as to constitute discrimination or vilification and that it did not breach the Code on these or any other grounds. Accordingly, the Board dismissed the complaint.

The Board, in reaching its determination, appreciated the complainants' concerns and noted that the

advertisement (based on the pilot) had been voluntarily withdrawn, by the advertiser, immediately on receipt of public complaints, with letters of apology being sent to each complainant.