



## **CASE REPORT**

1. Complaint reference number	185/00
2. Advertiser	Designer Direct
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement, to a soundtrack of oriental music, depicts shots of beds made up with a variety of sheet sets of oriental design. These are interspersed with shots of a woman wearing a kimono-style dress, affecting an (oriental) accent, who says: ‘I think we’re turning Japanese. I think we’re turning Japanese. I really think so’; ‘For goodness’ sake (pronounced ‘sarkee’), race (pronounced ‘rice’) on down’; ‘If you’ve got yen for good design, you nip in’. The advertisement concludes with an exterior shot of Designer Direct Superstore, its address and the text, ‘Savings off normal prices’.

## **THE COMPLAINT**

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

*‘I would think that the people who produced this ad know that they offend people by using this phrase.’*

## **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 words spoken by the woman 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.