



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 197/03 |
| 2. Advertiser | Ceramic World & Home Improvement Centre |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 8 July 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a male announcer's voice reading a script promoting Ceramic World & Home Improvement Centre, opening with the question: "Why settle for inferior Asian tiles?" The script continues to claim that the centre has displays of Italian tiles "for about the same price."

THE COMPLAINT

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

"It is racially offensive to suggest a product is inferior by ethnicity. With some of the world's most exquisite ceramics coming from various regions of Asia, the suggestion is absurd."

THE DETERMINATION

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

Noting the advertiser's contention that 'We are all aware Italy produces the best quality and range of tiles in the world,' the Board determined that the content of this advertisement did not constitute discrimination and/or vilification as represented in the Code, and that the advertisement did not otherwise offend the Code.

Accordingly, the complaint was dismissed.