



CASE REPORT

1. Complaint reference number	21/05
2. Advertiser	Summit Holden (black man)
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a white man with black coloured face with an afro wig describing the car prices at Summit Holden. He speaks with a Jamaican accent.

THE COMPLAINT

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

“It is not only offensive that they use a white man but it also depicts black people in a stereotype.”

THE ADVERTISER’S RESPONSE

“Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The central character was a professional impersonator representing the widely recognised “calypso cricketer” character. We did not in any way set out to denigrate or stereotype black people per se.”

“We wanted to be funny and topical, while celebrating a sporting character that has provided a great deal of excitement in the Australian sporting world over decades of touring teams.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (race).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.