

CASE REPORT

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| 1. Complaint reference number | 213/01 |
| 2. Advertiser | Cunningham's Warehouse Sales Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 September 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a shop scene where a man addresses the camera, saying: “Amazing experience. I got to pat a White Pointer on the head.” As he turns and walks away, he is seen to be missing a hand, although in subsequent scenes is shown holding merchandise with both hands, including women’s bras that he describes as “flopper stoppers.” The advertisement ends with a graphic incorporating a Cunningham’s Warehouse logo and the word “Cunno’s.”

THE COMPLAINT

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

“...after the add (sic), my son said you don’t wear bras mum, you wear flopper stoppers. I was very upset. A few years ago I had an operation on my breast so I could gain my confidence back.”

THE DETERMINATION

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

The Board determined that the advertising did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification or health and safety. Finding that the material did not breach the Code on any other grounds, the Board dismissed the complaint.