



CASE REPORT

1. Complaint reference number	218/00
2. Advertiser	Bed-E-Buys
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is presented in split-screen style, one part depicting a young man talking to camera and the other a variety of bedroom furniture. Each segment is separated by a briefly blurred screen with static noise. The young man says: ‘When Mum tucks me in at night, she always says, “beddy byes, beddy byes, beddy byes”. It’s so gay.’ (static) ‘If I have a sleep-over, I always say, “beddy byes”. It’s so gay.’ (static) ‘Neville, there’s a few rumours starting to circulate, actually.’ (static) ‘If I have a sleep-over, I always say, “Oh, oh, lads, beddy byes”. ‘If you really want to buy good quality beds at a very good price, come into Bed E Buys. If you want a fancy showroom with all the glamour, I wouldn’t. If you meet a special friend late at night, say at a nightclub or something, just go up to them and say, “Bed E Buys”’. (static) ‘Come on, man; you guys are the talented ones. You’re the ones who are supposed to be, like, saying, “say this”, and stuff it up.’ (static) The camera moves to a single shot outside the store of the young man who says, ‘Bed E Buys, Bed E Buys, Bed E Buys. I know it’s thrashed by now but it’s a pig of a location.’ He goes on to describe the location of the store.

THE COMPLAINT

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

‘Such vilificatory (sic) language is analogous with a statement that something is “so Jewish”.’

I am offended on a number of levels but as a nation that claims tolerance towards each other regardless of colour, race, politics, sexuality or any other group commonality, this Advertisement (sic) promotes homophobic attitudes.’

‘I believe that this type of homosexual stereotyping is very harmful, especially when our youth suicide rates are so high.’

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 material 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.