



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 25/00 |
| 2. Advertiser | Rentlo |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a man sitting in a lounge room, watching a sports broadcast on television. A woman walks in and, without saying anything, picks up the television and throws it out of the window. As she walks out of the room, she slaps the man over the head. The second scene, involving a slightly larger television, repeats the actions of the first. In the final scene, involving an even larger television, the woman struggles to pick up the television and, when attempting to throw it out of the window, finds that it is too large to fit through. The words ‘Large screen television ... Rentlo’ are then superimposed on the screen’.

THE COMPLAINT

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

“This type of ad sends a message to women that 1) it is OK to slap a male (per se) and 2) there will be no retribution.”

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 advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the situations portrayed were clearly fictitious and presented in a humorous context. The Board, accordingly, dismissed the complaint.