



CASE REPORT

1. Complaint reference number	250/04
2. Advertiser	Bed E Buys Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 September 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a man describing the sale prices of the furniture at Bed E Buys. He describes the store as being at a ‘pig’ of a location and the surrounding customers say ‘OINK’ in unison.

THE COMPLAINT

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

“I must admit that I wondered what they were on about and then it dawned on me that Surfle Street is only a short few metres from the Police communications building, the Police Club and Police Association of SA and of course, a stone’s throw from the new Police building. The ad therefore is a thinly disguised way of saying that they are near all the ‘pigs’ (Police).”

“What I am putting forward here is to suggest that referring to the Police as ‘pigs’ falls far below the community standard, below what people expect to see in television advertising.”

THE ADVERTISER’S RESPONSE

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

“As you can see by the commercial, there is absolutely no reference to the South Australian Police force at all.”

“With respect to the local Police Credit Union and Police Club, we have a jovial, good relationship and never in 8 years of trading have we had a misunderstanding or anything of a disagreeable situation occur.”

THE DETERMINATION

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

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (other)/vilification.

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