



## **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.