



CASE REPORT

1. Complaint reference number	26/03
2. Advertiser	The Power Barn
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, 11 March 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement employs a take-off of ‘The Beverly Hillbillies,’ with a Jed-like character explaining to a ‘Granny’ that he is sweeping out their store to make room for special sales stock. Addressing the camera, she talks about “bargains left, right and centre,” ahead of graphics providing location and opening time details.

THE COMPLAINT

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

“...distasteful, disgusting and discriminatory...As I live in a village for the over fifties, I can assure you seniors do not dress the way your characters are, nor do they shout at each other.”

THE DETERMINATION

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

Commenting that not all viewers would not identify the couple in the advertisement with the television program characters, the Board determined that the content of the commercial did not contravene the provisions of the Code relating to discrimination and/or vilification.

As the advertisement did not breach the Code on any other grounds, the complaint was dismissed.