



CASE REPORT

1. Complaint reference number	262/99
2. Advertiser	Accor Asia Pacific (Hotel Ibis)
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows an apparently blind man wearing dark glasses and using a cane, checking into a hotel room. As he adjusts a picture hanging on the wall, making it crooked, he says ‘Whenever I travel inter state, I like to stay at an Ibis Hotel – this is such good value’. He is shown bouncing on the bed, saying ‘You always get a comfortable bed’, then ‘Modern room, all the bathroom accessories you need’ as he accidentally knocks the bathroom toiletries off the sink with a wave of his hand. He is then shown coming out from the shower, saying ‘Plenty of hot water there’ as he wipes his glasses and ‘I can’t see why you’d pay more for things you don’t need’ as he sits drinking a cup of tea in front of a television not tuned in to a station. In the final scene, he is shown getting into bed ready for sleep and reaches out to the switch, turning the lights on. Voiceover concludes with ‘For \$67.50 per person you can stay at Ibis Darling Harbour – an Accor Hotel’.

THE COMPLAINT

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

“I find making fun of lack of vision obscene and hurtful.”

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 portrayal of the man within the overall humorous context of the advertisement did not constitute discrimination or vilification, noting in passing the advertiser’s advice that the advertisement had been developed in consultation with the Royal Blind Society. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.