



CASE REPORT

1. Complaint reference number	264/99
2. Advertiser	Ultra Tune (SA) Pty Ltd
3. Product	Professional Services
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 complaint relates to a series of three television advertisements which consist of a person speaking to the camera, recounting the different problems they encountered with their motor vehicles and the service they received from Ultra Tune in remedying these. All are sub-titled in English, with the advertisements featuring a man speaking in a heavy Scottish accent, another speaking in Italian and a woman speaking in Chinese. All end with the superimposed words ‘In tune with you – in tune with your car’.

THE COMPLAINT

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

“If we want to watch non-English speaking television with sub-titles we can turn to SBS. For those of us who prefer our television in English I don’t see why we should be subjected to non-English speaking commercials.”

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’s use of foreign languages and accents with English sub-titles did not offend prevailing community views and standards. Instead, the Board noted that the advertisement was a positive promotion of the multicultural nature of the Australian community. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.