



## **CASE REPORT**

1. Complaint reference number	273/00
2. Advertiser	Cunningham's Warehouse Sales Pty Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a man on a shop floor speaking to camera about certain merchandise and prices – soap, reading glasses, cards, gift wrapping paper, hairdryers, toothbrushes and shoeracks. In describing the offer on cards, he says, ‘If you’ve got a big event coming up, like a wedding or a death or whatever, buy your cards now. Just 39 cents.’

## **THE COMPLAINT**

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

*‘We really are offended by this, we think it is sick. Maybe he has not gone through a death in his family, etc.’*

## **THE DETERMINATION**

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

The Board, while appreciating and sympathising with the complainant’s point of view, felt that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.