



CASE REPORT

1. Complaint reference number	286/04
2. Advertiser	Tiles Plus
3. Product	Housegoods/services
4. Type of advertisement	Radio
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a radio advertisement which features sounds of a man hitting the proprietor of a Tiles Plus store because he could not find the location and his wife had to wait around for half an hour leaving him in “the shit”. The tagline is “Fantastic tiles. Painful address.”

THE COMPLAINT

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

“I regret to inform you of yet another ‘advertisement’ which glorifies, incites, and makes light of, senseless interpersonal violence.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“Since the ad has been running we have had a great response from people coming from all over the Southwest and business has picked up tremendously. It seems that from all the comments received only one person has found this offensive.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

Although the Board expressed some concern about the tone of the male character’s voice, they formed the view that the majority of people would see this in the whole context of the advertisement and consider it humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.