



## **CASE REPORT**

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| 1. Complaint reference number | 287/99                                   |
| 2. Advertiser                 | Cunningham's Warehouse Sales Pty Ltd     |
| 3. Product                    | Retail                                   |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 14 September 1999               |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with a number of scenes of CDs, cassette tapes and sunglasses, as voiceover gives details and prices. A man is shown holding a pack of toilet paper rolls as he says 'You get 20 rolls of posterior paper – 20 rolls - for just \$3.99'. The man then picks up some packets of shoe inserts, saying 'Just \$3.99 - therapeutic massage ...' as voiceover says 'Soles'. The man says 'Ah ... soles' and continues to give prices and details of other products for sale.

## **THE COMPLAINT**

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

*"It is grossly offensive to me ... vile ad referring to 'posterior paper' and to a strong implication of 'a...holes'."*

## **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 language used in the advertisement was not inappropriate and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.