



CASE REPORT

1. Complaint reference number	308/99
2. Advertiser	Retravisio NSW Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a scene of two animated doll-like figures, one in military uniform lying on a couch and the other apparently a psychiatrist. The military figure says ‘Well Doc, ever since ‘Nam I’ve been hearing voices’. ‘In your head Joe?’ asks the psychiatrist figure, to which the other replies ‘No, doc. There!’ A giant mobile phone is then shown ringing, with its display flashing the word ‘Incoming’, as the two figures wave their arms and legs agitatedly. Voiceover says ‘Retravisio – the biggest retailer of electrical appliances, not the retailer of the biggest electrical appliances’.

THE COMPLAINT

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

“This portrays Vietnam veterans in a most derogatory and offensive manner.”

“I think our Vietnam veterans have enough to cope with ... I feel they are being slurred against in this ad.”

THE DETERMINATION

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

While appreciating the viewpoints expressed by the complainant/s, the Board determined that the portrayal of the character within the advertisement did not constitute discrimination or vilification, particularly given the unrealistic and exaggerated nature of the depiction. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.