



CASE REPORT

1. Complaint reference number	311/07
2. Advertiser	Sony Music Entertainment Aust Ltd (Kevin Bloody Wilson DVD)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 11 September 2007
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a man dressed as an Asian male promoting the latest Kevin Bloody Wilson DVD - for karaoke - describing it with the words sub-titled at the bottom of the screen. He announces "Arrr so! Farter's Day. You buy Kevin Bloody Wilson Karaoke DVD. You can sing-a-long to your favourite Kev song "Santa Clause", "Warnie Put Your Wanga Away", "I Give Up Spanking". I guarantee you bust a gut laughing. Ha Ha Ha Ha. So give your Farter a happy ending this Farter's Day. You go buy Karaoke Kev DVD. Arrr so!"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad features a man portraying an offensive Chinese stereotype. He has thick glasses, a strong (clearly over-the-top) accent, with subtitles (misspelling the mispronounced words) even though he is speaking in English.

It's clearly and obviously racist. It's an outdated and offensive portrayal of Asian Australians.

I found the ad to be extremely racist towards Asian people. It was extremely stereotyped and offensive and should not be allowed on TV at any timeslot.

THE ADVERTISER'S RESPONSE

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

Kevin Bloody Wilson is one of Australia's most successful entertainers and has been so for over 20 years. He is a multi platinum CD/DVD seller and he performs internationally on a regular basis, especially in the UK. He is a proud Australian ambassador and understands that Australia is a multi cultural society. Anybody who has been to see one of his shows will be aware that he covers everyday subjects that make people laugh and above all he also has a bit of fun with Anglo/ Celtic Australians as much as he does everyone else. Racism is a word borne out of hate and there is absolutely no way that Kevin hates anyone or any culture, he just has fun with people and contemporary issues and above all, his audiences enjoy it.

The reason the ad features a "Japanese or Asian" person is due to the perception that people in Asian markets are karaoke mad, and the character in the TV ad is meant to humorously portray just that. There was never any intention of the ad being seen as a racist shot at anyone of Asian persuasion or anybody else for that matter.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”), in particular whether it vilified or discriminated against people on account of their race or ethnicity.

The Board considered this ad to be in bad taste, ridiculous and unrealistic. Despite the advertisement's unreality however, the Board considered that it depicted Asian Australians in a derogatory way, mocking both their speech and culture. The Board was unanimous in its decision that the advertisement breached Section 2.1 of the Code by vilifying people on account of their race or ethnicity. Accordingly the Board upheld the complaint.

ADVERTISER'S RESPONSE TO DETERMINATION

This is to advise that the Kevin Bloody Wilson “ Karaoke Kev” Father’s day DVD campaign is no longer on air.