



CASE REPORT

1. Complaint reference number	318/05
2. Advertiser	Quality Timbers Mareeba Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Nationality – section 2.1
6. Date of determination	Tuesday, 8 November 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement is set inside a hardware store. A shopper is heard to approach a store assistant and say: “Hi, listen mate, I have a problem... It’s me dick”. The store assistant replies: “Your what?”. The customer replies: “Me dick... It’s too small”. The store assistant hesitantly responds: “I see”. The customer then asks: “Can you give me a hand... with materials for me new deck”. Finally understanding the customer, the store assistant replies: “Oh “deck” ... of course”. A voiceover then states: “If it’s made of wood, get into Quality Timbers”.

THE COMPLAINT

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

“... I think this advertisement is very rude and vulgar.”

THE ADVERTISER’S RESPONSE

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

“We feel this advertisement is in accordance with the Code in terms of knowing what is appropriate for our relevant audience. The product is also not one, which appeals either directly nor indirectly to children. We therefore believe it is suitable for its desired audience.”

“Finally, the innuendo in the commercial is resolved with good humour, and neither strong nor obscene language is used. Therefore, we feel this commercial is right for the demographics of the chosen station.”

THE DETERMINATION

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

The Board noted that the character in the advertisement is clearly saying “dick” although it is intended to be “deck” in a highly-exaggerated New Zealand accent. The Board was of the opinion that the language used in the advertisement was at an acceptable level of innuendo for breakfast radio.

The Board considered that the majority of people would not be offended by this advertisement.

The Board determined that the advertisement did not contravene the provisions of the Code relating to the use of language.

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