



## **CASE REPORT**

1. Complaint reference number	321/00
2. Advertiser	IKEA (2001 Catalogue)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement begins with shots of the interior of a large dwelling and the muted sounds of banging and raised voices. An elderly man in pyjamas and dressing gown emerges from his apartment to pick up an IKEA 2001 Catalogue which has been delivered to his door. He hears the louder sounds of breakages and an argument between a man and a woman behind the door of an apartment opposite. Smiling, he thumbs through the catalogue, then looks taken aback as, in the fracas opposite, the numbers fall from the door. He is about to return inside with his catalogue when he pauses, and instead crosses the hall and places the catalogue on the doormat of No. 11. The advertisement concludes with the man re-entering his apartment and the superimposed text, 'New IKEA 2001 Catalogue. Out now', and the advertiser's logo.

## **THE COMPLAINT**

Comments which the complainants made regarding this advertisement included the following:

*'As a primary school teacher, I find it appalling that children should have to listen to the sounds of domestic violence on a TV commercial.'*

*'I find it very difficult to believe that any company would use domestic violence/disputes as a means of advertising its product.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.