



CASE REPORT

1. Complaint reference number	334/99
2. Advertiser	Samson's Discount Furniture
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 October 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a rapid sequence of various scenes of a naked woman running through a warehouse containing pine furniture. In some of the scenes, her breasts and buttocks are visible. Voiceover says ‘Samson’s Discount Furniture – Tasmania ’s quality pine retailer are exposing their pine furniture. It’s all in the raw’ and proceeds to give details of the various items of furniture available.

THE COMPLAINT

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

“Not only is this commercial degrading and unnecessary, you barely see any of the furniture at all.”

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 portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.