



CASE REPORT

1. Complaint reference number	337/99
2. Advertiser	Cunningham's Warehouse Sales Pty Ltd
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

There are two television advertisements that are the subject of complaint/s.

In the first advertisement, a man is seen talking rapidly to the camera, describing a range of items available from Cunningham's Warehouse and their prices. At one point, he is shown wearing a pair of women's underpants over his head and holding up other underpants in each hand as he says "Ladies' knickers just two bucks" He then leans in closely towards the camera, looking through one of the leg openings.

In the second advertisement, the same man is seen, again talking rapidly to camera describing a range of items and their prices. As he speaks, he affects an exaggerated Asian accent and contorts his face with screwed up eyes and prominent front teeth. In the final scene he asks "So, what you think of prices at Cunninghams?" turning to a woman of Asian appearance who replies "Bewdy mate".

THE COMPLAINT

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

"As a 20 year old woman ... I was made to feel cheap and vulnerable ... made me feel ill to the stomach and made me feel like I'd lost some of my dignity."

"I find this advert incredibly offensive ... it is entirely inappropriate and is rather demeaning to any Asians."

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 neither of the advertisements contained material that constituted discrimination or vilification, nor did the advertisements breach the Code on the grounds of their treatment of sex, sexuality or nudity. The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.