



CASE REPORT

1. Complaint reference number	340/01
2. Advertiser	Mitre 10 Aust Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 11 December 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a group of people looking down reverently as if into a grave. Another man steps into view saying, 'Well, that's the fishpond', and it becomes apparent that the group is looking into a newly completed garden pond. The advertisement continues with the Mitre 10 jingle, 'Look what we've done to our place', and concludes with a superimposed Mitre 10 logo and caption, 'Outdoor Ideas Sale catalogue out now'.

THE COMPLAINT

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

'As a Registered Nurse who works with palliative care patients, I can imagine the upset this advertisement causes to newly bereaved people.'

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 advertising did not contravene any provision of the Code and, accordingly, dismissed the complaint.