



## **CASE REPORT**

1. Complaint reference number	342/99
2. Advertiser	Thorn Aust Pty Ltd (Rentlo)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a young man and an elderly man sitting on a verandah in an outback setting. The elderly man gives a start and then slumps over on to the young man's lap. The young man reaches for the telephone, places a call and says "Hello Flying Doctor ... It's Billy ... I think Grandpa just carked it ... What, you can't be for three days?" The words "Large capacity refrigerators delivered within 24 hours" are then superimposed on the screen as voiceover says "Rentlo to the rescue".

## **THE COMPLAINT**

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

*"Grossly objectionable, especially for all those who have lost elderly loved ones recently."*

*"It seems to imply that the Flying Doctors are either slack, slow, uninterested or incompetent. Why denigrate a very fine organisation?"*

*"A callous, insensitive approach to the death of an elderly person ... offensive rubbish."*

## **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, given the clearly humorous context, neither the portrayal of the men within the advertisement nor the reference to the Royal Flying Doctor Service constituted discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint. In passing, the Board noted that the advertiser had amended the advertisement after having received complaints by replacing the words 'Hello, Flying Doctor' with 'Hello, doctor'.