



## **CASE REPORT**

1. Complaint reference number	358/99
2. Advertiser	Thorn Aust Pty Ltd (Rentlo - TV/Video)
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 depicts an elderly man inserting a videotape into a VCR on top of a television cabinet and attempting to get it to operate. After several unsuccessful efforts, he makes a telephone call, saying “Hi son. Look, that videotape player you got me – blasted thing doesn’t work”. The camera then shows the scene from a different angle, revealing that there is no television in the cabinet. The advertisement concludes with the superimposed words ‘Video and television packages. Rentlo’.

## **THE COMPLAINT**

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

*“This ad portrays the elderly as stupid ... This is so bad, especially in the year of the elderly.”*

## **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 man did not constitute discrimination or vilification given the exaggerated humorous context of the advertisement. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.