



CASE REPORT

1. Complaint reference number	365/00
2. Advertiser	Freedom Furniture
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6 Other - Miscellaneous
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, sent to a version of ‘’Tis the Season to be Jolly’, portrays Santa Claus removing wrapped gifts from under a Christmas tree in the living room of a house and placing them in a sack and under his jacket. A voiceover says, ‘For gifts that everyone will want, think outside the square you live in.’ The advertisement concludes with a square which becomes the ‘E’ of the word ‘Freedom’ in the advertiser’s logo.

THE COMPLAINT

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

‘Out of all the hundreds of ways to advertise their goods, I feel it is in extremely bad taste to portray Santa as a thief and burglar. In today’s environment it is hard to instil ethics and morals into our children with all the influences children are exposed to. This has topped the class of stupidity and insensitive morality.’

‘.....please don’t allow this image to continue any longer not only for my sake but all the kids that believe he’s kind and giving.’

‘..... it would upset many kids I think.’

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 was of the view, given the contextual humour of the advertisement, that the material within it did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.