



CASE REPORT

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| 1. Complaint reference number | 372/00 |
| 2. Advertiser | evoucher.com.au |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement pictures a Scotsman in national dress standing on rocks by the sea and is captioned, 'It canna be true?!? I buy someone a \$50 evoucher, and ye ninnies then give me \$10 for my wee self?!? Christmas or not, it does nay add up.' The advertisement includes text details of the advertiser's Christmas offer and its logo.

THE COMPLAINT

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

'I object to the advertisement in that, with the accompanying message, it is using the racist stereotype of the canny Scotsman, i.e. parsimonious, mean, or stingy. Just because many Australians have Scottish ancestry does not make such racist stereotyping acceptable.'

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 material within the advertisement did not constitute discrimination or vilification on account of nationality and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.