



CASE REPORT

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| 1. Complaint reference number | 403/99 |
| 2. Advertiser | Thorn Australia Pty Ltd (Rentlo) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 7 December 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a man, apparently intoxicated, stumbling into a darkened bedroom scene. He says ‘Hi darling I’m home. Sorry I’m late’, to a woman in the bed. As he continues to stumble around the room, the woman turns on the lamp to show him walking into the wardrobe and asks ‘What are you doing?’ He replies ‘Just going to the loo’ as a splashing noise can be heard within the wardrobe. The advertisement concludes with the superimposed words ‘Large capacity washers and dryers – Rentlo’.

THE COMPLAINT

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

“I wish to complain about this advertisement, as I believe it is humiliating to people who suffer from this particular affliction.”

“... can only be described as sick/offensive.”

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 scene depicted in the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.