



## **CASE REPORT**

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|-------------------------------|----------------------------------------------------|
| 1. Complaint reference number | 424/99                                             |
| 2. Advertiser                 | dstore.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, 8 February 2000                           |
| 7. DETERMINATION              | Dismissed                                          |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement consists of a close up photograph of a retail assistant wearing a nametag that reads ‘Hello, I’m useless’. Under the photograph is text reading ‘It’s not their fault. Christmas casuals are over-worked and under-trained and have no more idea what Pokémon is than you do. The thing to do is shop at dstore, the online department store’ and continues to give details of its services and contact details.

## **THE COMPLAINT**

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

*“It is insensitive, cruel and libellous. It demeans young people trying to earn a dollar for study on the holidays.”*

## **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 depiction of the person within the advertisement did not constitute 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.