



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 430/03                          |
| 2. Advertiser                 | Freedom Furniture Ltd           |
| 3. Product                    | Housegoods/services             |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 9 December 2003        |
| 7. DETERMINATION              | Dismissed                       |

### **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts a woman commenting on various pseudo-African aspects of her life.

### **THE COMPLAINT**

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

*“The thing I find offensive in this ad is that she looks anorexic.”*

### **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*“Our hero girl is not a typical model, she has flaws of her own, and that is in fact one of the reasons we selected her to represent Freedom and connect with our female audience.”*

### **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board agreed with the Advertiser’s response.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.